



Utah Division of Arts and Museums CVI™ Report Draft 2011

WESTAF

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Introduction

This report details the findings of research on the overall health of a region's arts-related creative economy. The strongest indicator of this health is a region's Creative Vitality™ Index (CVI™) value. The CVI™ is a robust and inclusive measure of the economic vitality of the arts and arts activities in a specified geographic or political region of the United States. Rigorously constructed and updated annually, a region's CVI™ report is a credible and clear data source for arts research and advocacy purposes.

What is an Index?

An index is generally an efficient means of summarizing quantities of interrelated information and describing complex relationships. An index can be, as in the case of the CVI™, a single indicator of multiple variables and interactions between these variables. Changes in an index will reflect changes in the data used to generate the index. Standardization and unification of data mean that indexes are ideally suited for comparative analysis. The comparative nature of the CVI™ has added analytical and policy value.

What is the Creative Vitality™ Index?

The Creative Vitality™ Index (CVI™) measures annual changes in the economic health of an area by integrating economic data streams from both the for-profit and non-profit sectors. Using per capita measurements of revenue data from both for-profit and non-profit entities as well as job data from a selection of highly creative occupations, the research aggregates the data streams into a single index value that reflects the relative economic health of a geography's creative economy. The CVI™ provides an easily comprehensible measure of economic health to help communicate information from a broad arts coalition to policy makers and stakeholders. This longitudinal data allows for compelling year-to-year comparisons as well as cross-city, county, and state comparisons. The CVI™ research system also provides users with a series of reports on the rise and fall of key data factors measured by the index. The CVI™ goes beyond an annual tally of what is often inflation-driven growth in the non-profit art sector. Instead, it is a more inclusive reporting mechanism that is rooted in robust data streams that reflect the entire arts-based creative economy.

The Creative Vitality™ Index is a resource for informing public policy and supporting the work of advocates for creative economies. CVI™ reports have been used as a way to define the parameters of an area's creative economy and as a means of educating communities about the components and dynamics of a creative economy. The CVI™ is frequently used as a source of information for arts advocacy messaging and to call attention to significant changes in regional creative economies. This research has also been used to underscore the economic relationships between the for- and non-profit sectors and as a mechanism for diagnosing a region's creative strengths and weaknesses.

What does the Creative Vitality™ Index Measure?

The CVI™ measures a carefully selected set of economic inputs related to the arts and creativity in a given geographic area, with measurements of both for-profit and non-profit arts-related activities. The index has two major components including measurements of community participation based on per capita revenues of arts-related goods and services, and measurements of per capita occupational employment in the arts. The weighted indicators within the community participation portion of the index are the following: non-profit arts organization income, non-profit humanities organizational income, per capita book store sales, per capita music store sales, per capita photography store sales, per capita performing arts revenues, and per capita art gallery and individual artist sales. These indicators account for sixty percent of the overall index values. A forty percent weighting has been assigned to occupational employment in the arts that captures the incidence of jobs associated with

measurably high levels of creative output.

The rationale for this approach is the cause-and-effect relationship between participation levels and jobs. The underlying theory is that public participation in the arts or public demand for arts experiences and events ultimately drives budgets and organizational funding levels, which in turn support artists and art-related jobs within the economy.

Where does Creative Vitality™ Index Data Come From?

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics, and Economic Modeling Specialists, Int'l. (EMSI). The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by non-profit 501(c) organizations with annual gross receipts of \$25,000 or more; however, organizations with smaller revenues also occasionally report. EMSI uses a proprietary economic modeling technique to capture industry and occupational employment data. A brief synopsis of the data sources employed in this model are outlined as follows:

Industry Data

In order to capture a complete picture of industry employment, EMSI combines covered employment data from Quarterly Census of Employment and Wages (QCEW), produced by the Department of Labor, with total employment data in Regional Economic Information System (REIS), published by the Bureau of Economic Analysis (BEA) and augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES), published by the U.S. Census Bureau.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

Communicating CVI™ Data

Different state, local, and regional organizations have undertaken multiple communication strategies for publicizing the results of their CVI™ reports. WESTAF has found that the best strategy for communicating CVI™ information often relies on the specifics of organizational needs.

WESTAF is willing to consult with the commissioning agency free of charge regarding communication strategies after CVI™ data have been finalized. Potential strategies include: creating low-cost communication pieces and press releases “in-house”; creating more formalized communication; using a professional designer; including a number of stories related to the local creative economies; forming working groups to discuss the creative economy and long-term messaging strategies based on CVI™ data; commissioning in-depth research to investigate certain aspects of CVI™ data apparent in the overall CVI™ results; and using CVI™ data as an internal policy formulation document, while communicating data to specific key stakeholders, such as legislators and executives.

Data Preview and Summary

A region's Creative Vitality™ Index value is compared to a national baseline value of 1.00. For example, a region with a CVI™ value of 1.30 has a stronger Creative Vitality™ Index value

than the nation as a whole by 30%. A CVI™ value as compared to a specific region—a county, state, or combined area—can also be generated. The unique geographic sensitivity of this measure means that arts advocates and policy makers have a clear and concise understanding of their particular region.

Utah to the United States (0.85) 2011

The State of Utah outperformed the U.S. on a per capita basis in two of the eight categories measured by the CVI™. In comparison to the nation, the state's overall CVI™ value declined from 0.88 to 0.85 between 2010 and 2011. In 2011, the individual CVI™ categories in the state with the highest index values were the number of creative jobs and music store sales. Utah had more than 249 arts-related organizations and the state generated more than \$140 million in non-profit arts and arts-active organization revenues in 2011.

Bear River ESA to the United States (0.59) and Utah (0.68) 2011

This Economic Service Area (ESA) outperformed the nation and state in book and record store sales. This region had more than 1,900 creative jobs in 2011, and musicians and singers experienced significant job growth between 2010 and 2011. This ESA generated \$4.43 million in non-profit arts organization revenue and \$1.49 million in non-profit arts-active revenues.

Castle Country ESA to the United States (0.30) and Utah (0.31) 2011

When compared to the nation and the State of Utah, the highest 2011 individual CVI™ value for this region was in the number of creative jobs. This ESA had 295 jobs within the creative economy. The occupations with the highest concentrations of creative jobs in this area were floral designers and agents and business managers of artists, performers, and athletes.

Central Utah ESA to the United States (0.33) and Utah (0.40) 2011

When compared to the U.S., this region's highest individual CVI™ value was in creative jobs. However, when this ESA was compared to the State of Utah, non-profit arts-active organizations had the strongest index value. Twenty-eight creative jobs were gained between 2010 and 2011 within this ESA, which contributed to a total of 528 total jobs within the area's creative economy. This ESA generated over \$1 million in non-profit arts and arts-active revenues in 2011.

Mountainland ESA to the United States (0.89) and Utah (1.07) 2011

In 2011, the Mountainland ESA surpassed the U.S. and the State of Utah in the number of creative jobs and photography store sales. From 2010 to 2011, the region gained 1,050 new creative jobs and experienced dramatic job growth rates for radio and television announcers and musicians and singers. This ESA generated over \$32 million in non-profit arts and arts-active revenues.

Southeast ESA to the United States (0.77) and Utah (0.95) 2011

When compared to the United States, this ESA performed above the national average in book and record store sales. The region surpassed the State of Utah in three CVI™ categories: music store sales, art gallery and individual artist sales, and non-profit arts-active revenues in 2011. Compared to the state, the region's book and record store sales, non-profit arts organization revenues, and art gallery and independent artist revenues had index values greater than 1.00. The Southeast ESA generated approximately \$1.99 million in book and record store sales in 2011.

Southwest ESA to the United States (0.64) and Utah (0.70) 2011

In 2011, the Southwest ESA outperformed the nation and the State of Utah in two of the eight categories measured by the CVI™: book and record store sales and non-profit arts organization revenues. This ESA had over 2,200 jobs within highly creative occupations and the region generated 236 creative jobs between 2010 and 2011. This ESA generated \$13

million in non-profit arts organization revenues in 2011.

Uintah ESA to the United States (0.23) and Utah (0.31) 2011

In 2011, the Uintah ESA had the highest individual CVI™ value in the number of jobs linked to the creative economy in comparison to the nation and non-profit arts-active organization revenues had the top index value in comparison to the state. From 2010 to 2011, 52 new jobs were created within the area's creative economy, contributing to 317 total creative jobs in 2011. Public relations managers and musicians and singers in this ESA experienced significant job growth between 2010 and 2011.

Wasatch Front North ESA to the United States (0.54) and Utah (0.59) 2011

When compared to the United States and Utah, this region had the strongest individual CVI™ value in book and record store sales. In 2011, book and record store sales generated \$12.3 million in sales and had an index value of 0.87 in comparison to the nation. This ESA reported over 6,200 jobs within highly creative occupations. This region had over \$9 million in non-profit arts and arts-active organization revenues in 2011.

Wasatch Front South ESA to the United States (1.15) and Utah (1.37) 2011

This was the strongest performing ESA measured within this report. In comparison to the nation, Wasatch Front South ESA outperformed the nation on a per capita basis in four CVI™ categories and surpassed the state in all eight CVI™ categories in 2011. Music store sales, book and record store sales, performing arts participation revenues, and the number of creative jobs were consistently strong in this ESA when compared to the U.S. and the state. The region experienced considerable job growth rates between 2010 and 2011, which resulted in 23,502 jobs within highly creative occupations.

Additional Data Points

CVI™ data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics and Economic Modeling Specialists Int'l. (EMSI). The totality of data from these streams is presented in the following section. The following are select data points in this region:

- The Central Utah and Southeast ESAs experienced significant increases in their overall CVI™ values between 2010 and 2011.
- The CVI™ values for music store sales and the number of creative jobs for the State of Utah were well above the national average.
- In 2011, Utah generated \$99 million in non-profit arts organization revenues and over \$41.3 million in non-profit arts-active organization revenues.
- There were 249 arts-related organizations located in Utah in 2011.
- In 2011, there were over 45,000 jobs within highly creative occupations in the State of Utah.
- From 2010 to 2011, the state generated 3,980 creative jobs, and all of the ESAs measured in this report experienced significant increases in the number of jobs linked to the creative economy.
- Independent artists generated the most revenue of all the creative industries in the State of Utah in 2011.
- Music store sales had the strongest 2011 industry CVI™ value in the State of Utah: 1.16

Creative Vitality Report Details

It is important to recall that the CVI™ value of this region is always compared to a value of 1.00. While a region might not be at the 1.00 level, this does not indicate an absence of activity. Here, it can be useful to look at the relative strength of the categorical index values being examined. Additionally, looking at refined state and regional contexts can give valuable insight to how a “low performing” region might actually be contributing positively to a state and regional economy.

A few key terms used in the CVI™

Index: summarizes multiple sources of data into a single indicator, using one number to describe a complex set of variables, activities, and events. A few of the best-known indexes are the Dow Jones Industrial Average, the Body Mass Index (BMI) and the Consumer Price Index (CPI).

Per Capita: most simply put, per capita means the average per person. In the context of the CVI™, per capita is referring to the ratio of the CVI™ input--such as industry revenues, non-profit revenues, and jobs--to the number of people within the study area.

CVI™: a comparative indicator of a region's creative vitality, including non-profit and for-profit arts activities; it reflects the relative economic health of a region's creative economy.

Arts Organizations: organizations that have primary missions related to serving or presenting the arts. These organizations include traditionally subsidized arts organizations such as art museums, symphonies, operas, and ballets.

Arts-Active Organizations: organizations that do not have primary missions related to serving or presenting the arts, but do conduct a number of activities that can be considered "arts-based." For example, within any history museum, there is a significant amount of arts activities associated with exhibit design; the concept reflects a widely accepted trend in arts research to consider how certain creative activities and occupations that do not directly produce art, but are creative and artistic in nature, deserve recognition as vital parts of a creative economy.

Location Quotient (LQ): an index value for each occupation, measuring whether or not there is a per capita concentration of an occupation within the area being measured; LQs are given for both the state and the nation, showing the relative concentration of employment for an area when compared with the state and with the nation. The location quotient approach is typically used in community analysis and planning to assess basic industries, or those exporting goods.

Creative Vitality™ Index by Year

Table #1 represents the total CVI™ values for the Economic Service Areas (ESAs) within the State of Utah for the years 2010 and 2011. The overall CVI™ value for the state decreased from 0.88 in 2010 to 0.85 in 2011. This decline is linked to the significant decrease in the overall index value for the Wasatch Front South ESA, from 1.20 in 2010 to 1.15 in 2011. Some ESAs in Utah, such as the Southeast and Central Utah ESAs, experienced increases in their overall CVI™ values. To view the combined CVI™ values for all the areas that comprise the state's overall CVI™ value, see Table #1. The longitudinal data reveal interesting trends related to how creative industries and non-profits fared within the state when compared to the rest of the nation. Changes in index values should be considered alongside more general local, regional, and national trends. The nature of the index accounts for both the influence of national trends and inflation by recalculating national comparison data in each year. This comparative mechanism also allows for an accurate description of local and regional trends, while accounting for the influence of national changes. Sources for the variations of index values in each year shown within the individual data streams are detailed further within this report.

Table #1
Comparative CVI™ by ESA 2010-2011 (Summary)

Region	Index 2010	Index 2011
UT-Bear River, ESA	0.60	0.59
UT-Castle Country, ESA	0.32	0.30
UT-Central Utah, ESA	0.28	0.33
UT-Mountainland, ESA	0.91	0.89
UT-Southeast, ESA	0.72	0.77
UT-Southwest, ESA	0.63	0.64
UT-Uintah, ESA	0.24	0.23
UT-Wasatch Front North, ESA	0.56	0.54
UT-Wasatch Front South ESA	1.20	1.15
Totals	0.88	0.85

Source: WESTAF

Comparison of Mountain West States

Table #2 and Chart #1 provide CVI™ comparison data for the Mountain West states, including Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming. Colorado had the highest CVI™ value of the eight comparison states, with a CVI™ value of 1.16 in 2011. The State of Utah had the fifth highest overall CVI™ value of 0.85. The above-mentioned states have been identified as appropriate comparison areas given the regional relationships of these particular creative economies.

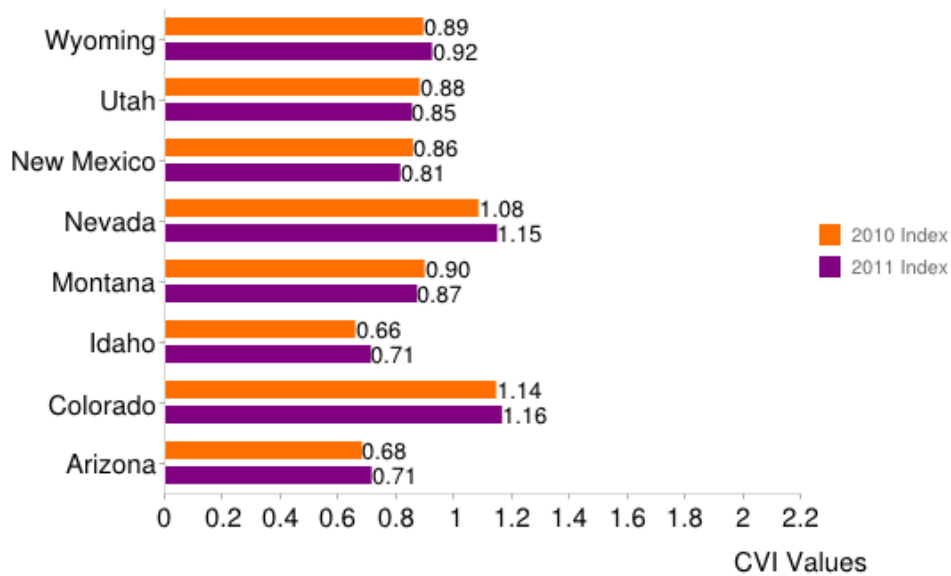
A note on CVI™ values: population density and regional sensitivity are important here. The CVI™ measures the concentration of creative economic activities within a geographic area. While concentration rates, and thus index values, can be affected by changes in the size of the region being studied, CVI™ values are not necessarily tied to population and population density. For example, some states with low population numbers, such as Alaska, Hawai'i, and Nevada, have high CVI™ values when compared to states with much higher populations and urban concentrations. Conversely, areas with high populations or population densities do not consistently have high CVI™ values. Certainly, the complexities of urban, suburban, and rural geographies and demographics play a role in the creativity and vibrancy of a region. The adjustable sensitivity of the CVI™ to precise regions is a considerable strength of this measure.

Table #2
Comparative CVI™ of Mountain West States 2010-2011

Region	Index 2010	Index 2011
Arizona	0.68	0.71
Colorado	1.14	1.16
Idaho	0.66	0.71
Montana	0.90	0.87
Nevada	1.08	1.15
New Mexico	0.86	0.81
Utah	0.88	0.85
Wyoming	0.89	0.92
Totals	0.89	0.91

Source: WESTAF

Chart #1
Comparative CVI™ of Mountain West States 2010-2011



Source: WESTAF

Utah CVI™ Values and Calculations vs. the United States 2011

Table #3 and Charts #2 and #3 provide 2011 data for Utah in comparison to the nation. The state had an individual CVI™ value of 1.00 or greater in two of the eight CVI™ categories, which contributed to an overall CVI™ value of 0.85. Utah showed strengths in musical instrument store sales and the number of creative jobs. Book and record store sales had an index value of 0.99, slightly below the national average, and non-profit arts-active revenues had the lowest 2011 index value in the state.

Table #3
Utah CVI™ vs the United States 2011

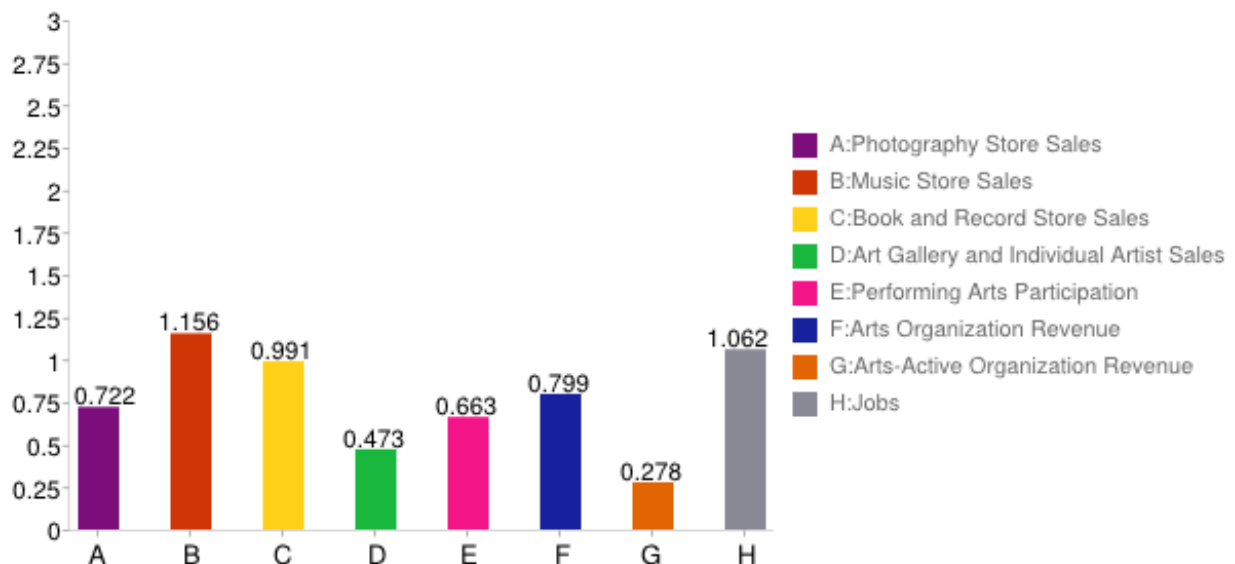
Region A: Utah

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	2,806,139	311,922,182	
Industry Data			
Photography Store Sales	\$7,525,000	\$1,159,137,000	0.722
Music Store Sales	\$30,805,000	\$2,961,284,000	1.156
Book and Record Store Sales	\$70,864,000	\$7,945,591,000	0.991
Art Gallery and Individual Artist Sales	\$161,029,000	\$37,873,582,000	0.473
Performing Arts Participation	\$92,128,000	\$15,444,381,000	0.663
Non Profit Data			
Arts Organization Revenue	\$98,014,931	\$13,641,202,227	0.799
Arts-Active Organization Revenue	\$41,251,313	\$16,522,955,199	0.278
Occupation Data			
Total Jobs	45,582	4,770,016	1.062
Total CVI : 0.853			

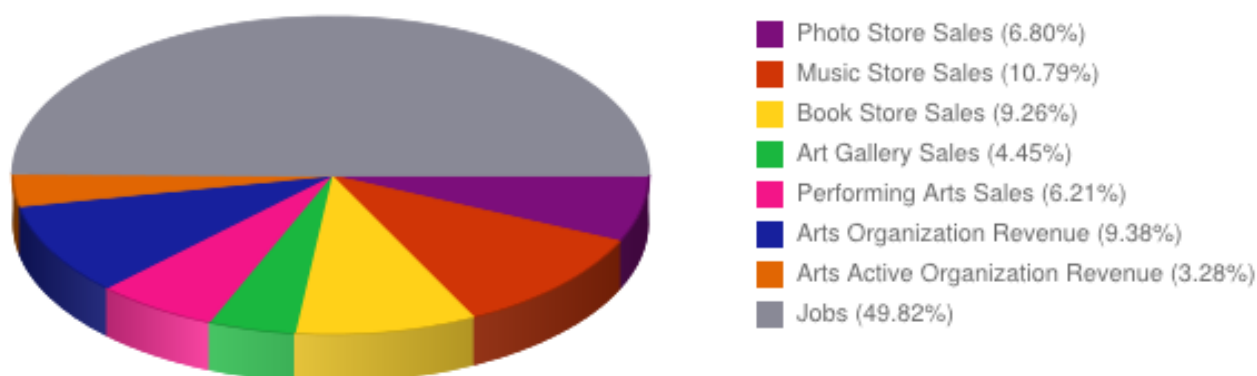
Source: WESTAF

Chart #2
CVI™ Values by Category 2011



Source: WESTAF

Chart #3
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Bear River ESA CVI™ Values and Calculations vs. the United States and the State of Utah 2011

Summarized information regarding this ESA in comparison to the nation and the state is provided in Tables #4 and #5 and Charts #4 through #7. The ESA's overall CVI™ value was 0.59 when compared to the nation and 0.68 in comparison to the state. This area surpassed the U.S. and Utah in book and record store sales in 2011. The number of jobs linked to the creative economy had Bear River ESA's second highest individual CVI™ value when the area was compared to the nation. This area also showed strengths in performing arts participation revenues when compared to the State of Utah

Table #4
Bear River ESA CVI™ vs. the United States 2011

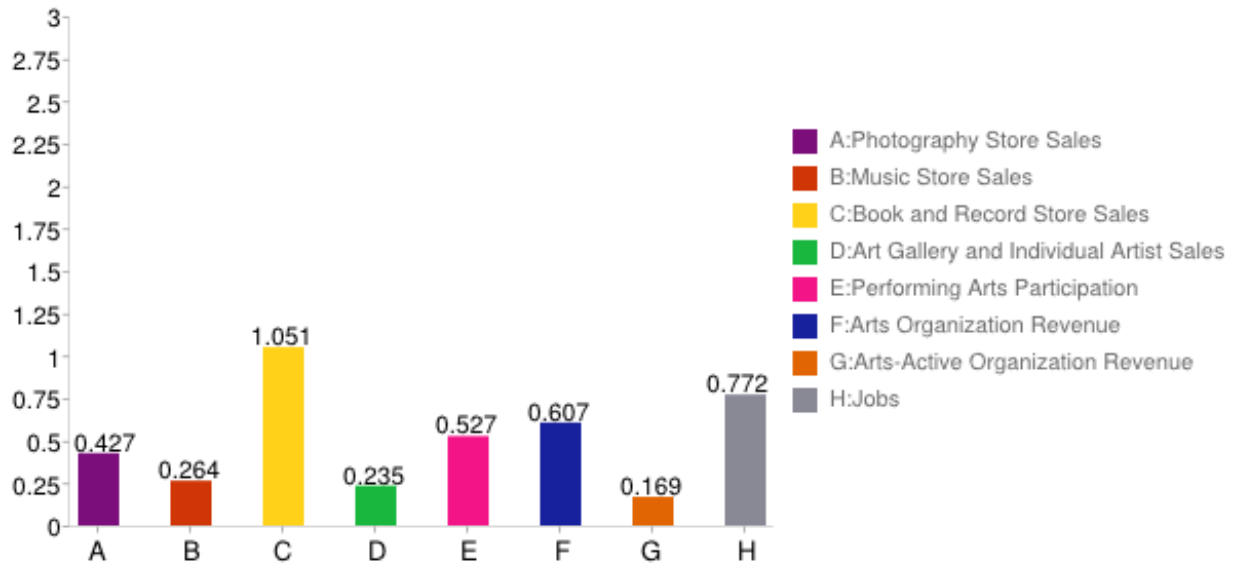
Region A: Rich, Cache, Box Elder

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	166,858	311,922,182	
Industry Data			
Photography Store Sales	\$265,000	\$1,159,137,000	0.427
Music Store Sales	\$418,000	\$2,961,284,000	0.264
Book and Record Store Sales	\$4,466,000	\$7,945,591,000	1.051
Art Gallery and Individual Artist Sales	\$4,753,000	\$37,873,582,000	0.235
Performing Arts Participation	\$4,356,000	\$15,444,381,000	0.527
Non Profit Data			
Arts Organization Revenue	\$4,429,630	\$13,641,202,227	0.607
Arts-Active Organization Revenue	\$1,492,622	\$16,522,955,199	0.169
Occupation Data			
Total Jobs	1,969	4,770,016	0.772
Total CVI : 0.587			

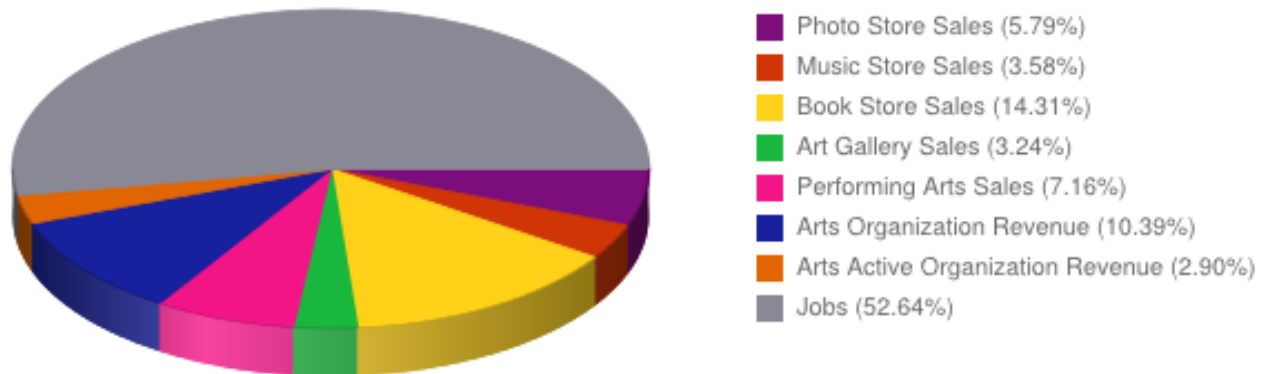
Source: WESTAF

Chart #4
CVI™ Values by Category 2011



Source: WESTAF

Chart #5
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #5
Bear River ESA CVI™ vs. Utah 2011

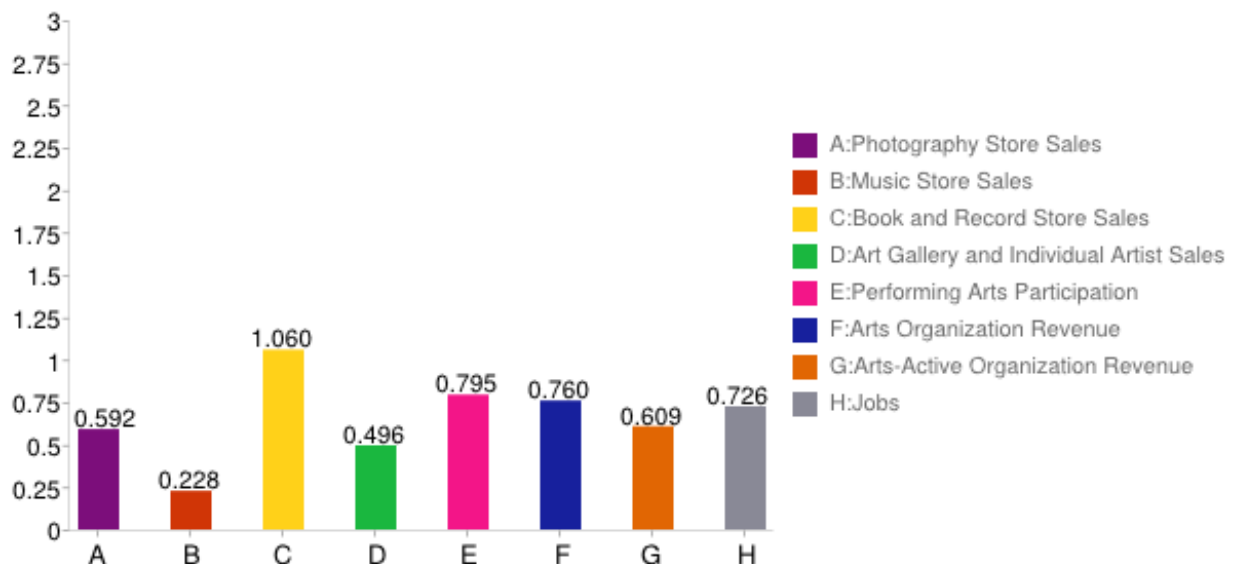
Region A: Rich, Cache, Box Elder

Region B: Utah

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	166,858	2,806,139	
Industry Data			
Photography Store Sales	\$265,000	\$7,525,000	0.592
Music Store Sales	\$418,000	\$30,805,000	0.228
Book and Record Store Sales	\$4,466,000	\$70,864,000	1.060
Art Gallery and Individual Artist Sales	\$4,753,000	\$161,029,000	0.496
Performing Arts Participation	\$4,356,000	\$92,128,000	0.795
Non Profit Data			
Arts Organization Revenue	\$4,429,630	\$98,014,931	0.760
Arts-Active Organization Revenue	\$1,492,622	\$41,251,313	0.609
Occupation Data			
Total Jobs	1,969	45,582	0.726
Total CVI : 0.681			

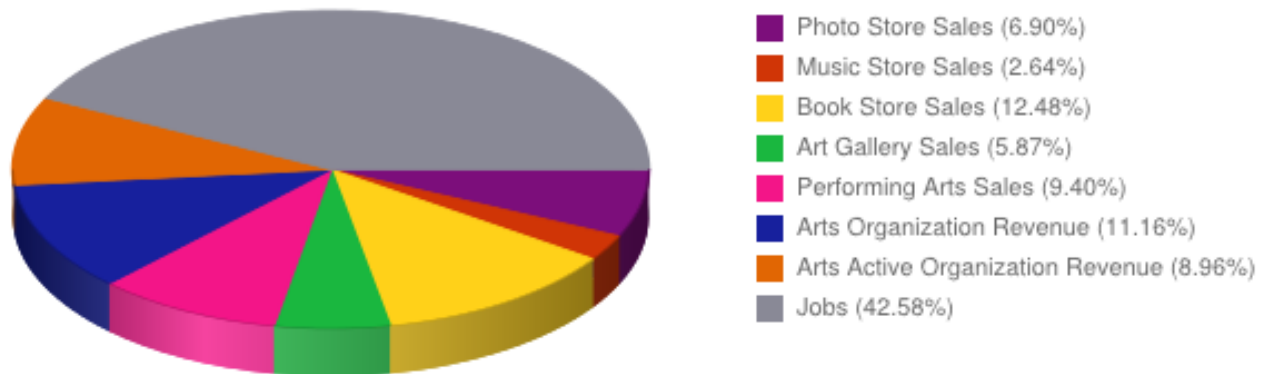
Source: WESTAF

Chart #6
CVI™ Values by Category 2011



Source: WESTAF

Chart #7
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Castle Country ESA CVI™ Values and Calculations vs. the United States and the State of Utah 2011

CVI™ data for Castle Country ESA compared to the United States and the State of Utah is provided in Tables #6 and #7 and Charts #8 through #11. The overall CVI™ value for this region compared to the nation was 0.30, with the highest individual CVI™ value of 0.60 going to the number of creative jobs in 2011. This region had a higher overall CVI™ value when compared to the state: 0.31. The rural locations of the counties within this ESA, combined with the low level of photography, book and record store sales, and the lack of non-profit arts and arts-active organization revenues, resulted in a below-average overall CVI™ value for this ESA. CVI™ data partner the National Center for Charitable Statistics (NCCS) uses data collected from the IRS 990 form. One reason for the lack of non-profit data available for this ESA is that non-profit organizations are only required to file an IRS 990 form if their annual gross receipts are over \$25,000. As a result, organizations that have less than \$25,000 in annual gross income may not be captured within CVI™ data.

Table #6
Castle Country ESA CVI™ vs. the United States 2011

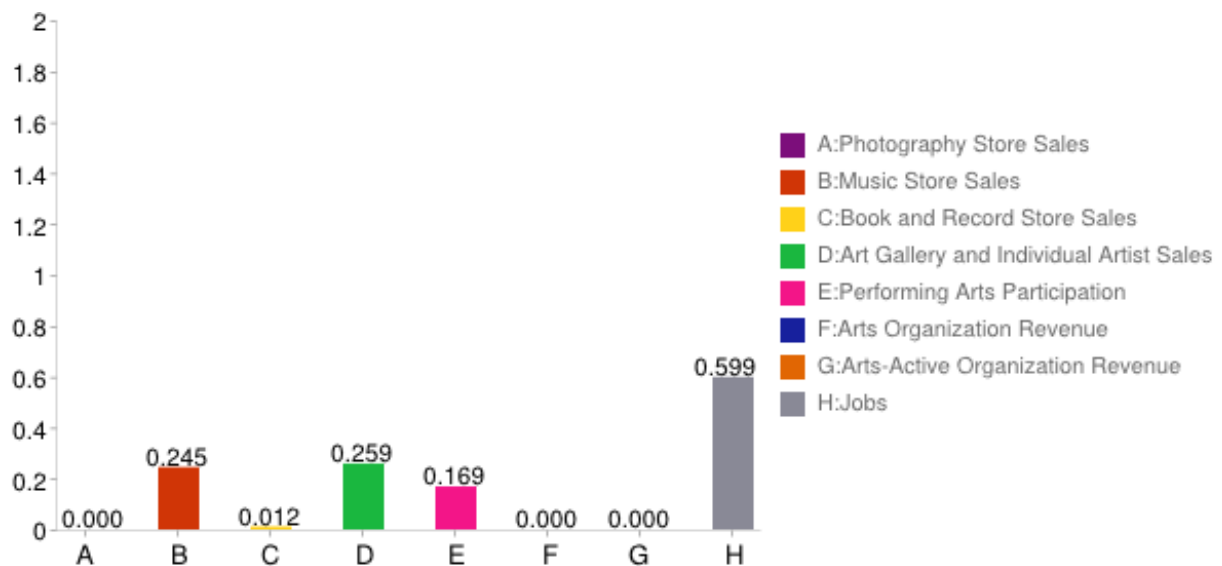
Region A: Carbon, Emery

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	32,225	311,922,182	
Industry Data			
Photography Store Sales	\$0	\$1,159,137,000	0.000
Music Store Sales	\$75,000	\$2,961,284,000	0.245
Book and Record Store Sales	\$10,000	\$7,945,591,000	0.012
Art Gallery and Individual Artist Sales	\$1,012,000	\$37,873,582,000	0.259
Performing Arts Participation	\$269,000	\$15,444,381,000	0.169
Non Profit Data			
Arts Organization Revenue	\$0	\$13,641,202,227	0.000
Arts-Active Organization Revenue	\$0	\$16,522,955,199	0.000
Occupation Data			
Total Jobs	295	4,770,016	0.599
Total CVI : 0.296			

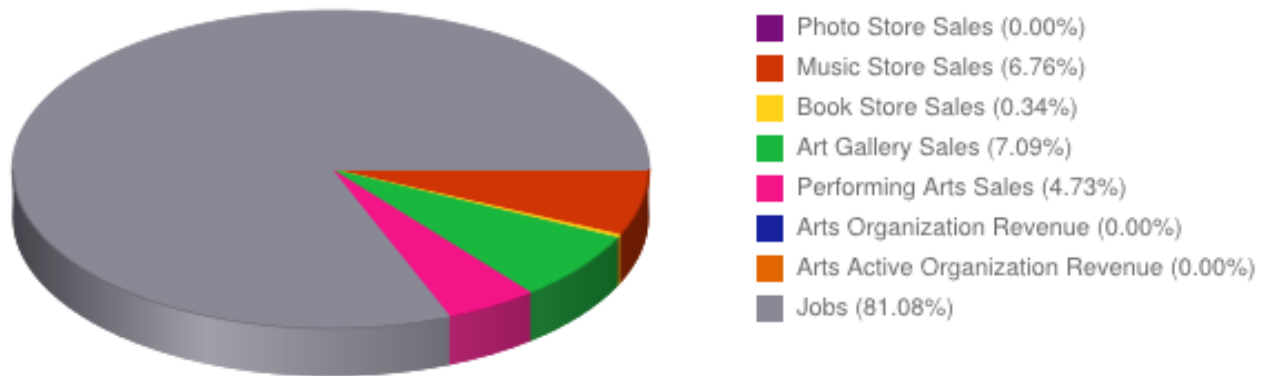
Source: WESTAF

Chart #8
CVI™ Values by Category 2011



Source: WESTAF

Chart #9
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #7
Castle Country ESA CVI™ vs. Utah 2011

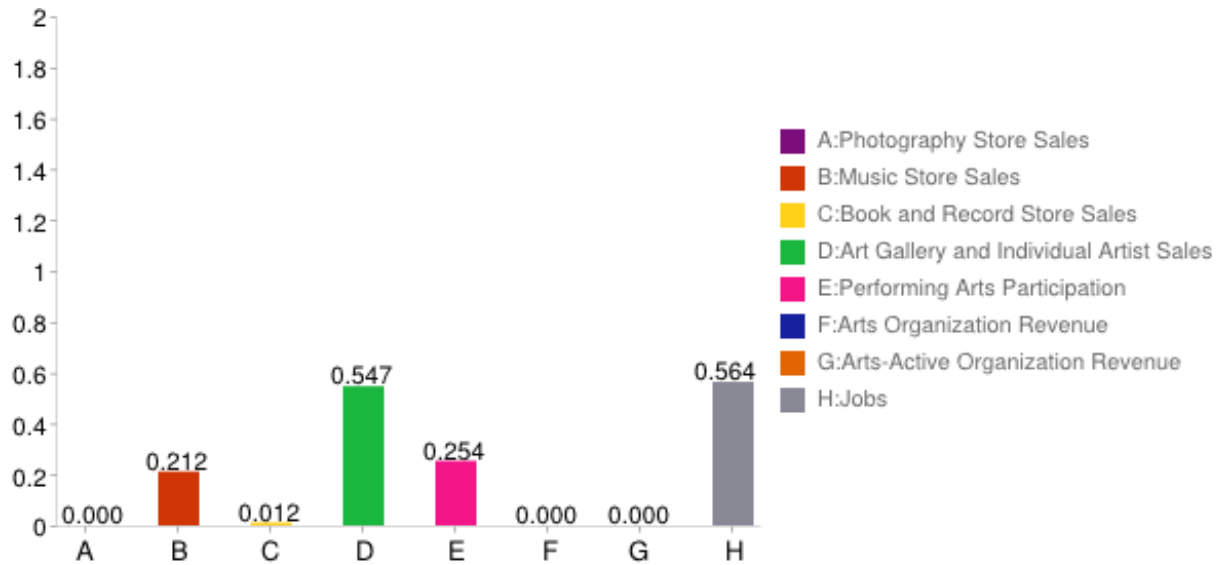
Region A: Carbon, Emery

Region B: Utah

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	32,225	2,806,139	
Industry Data			
Photography Store Sales	\$0	\$7,525,000	0.000
Music Store Sales	\$75,000	\$30,805,000	0.212
Book and Record Store Sales	\$10,000	\$70,864,000	0.012
Art Gallery and Individual Artist Sales	\$1,012,000	\$161,029,000	0.547
Performing Arts Participation	\$269,000	\$92,128,000	0.254
Non Profit Data			
Arts Organization Revenue	\$0	\$98,014,931	0.000
Arts-Active Organization Revenue	\$0	\$41,251,313	0.000
Occupation Data			
Total Jobs	295	45,582	0.564
Total CVI : 0.308			

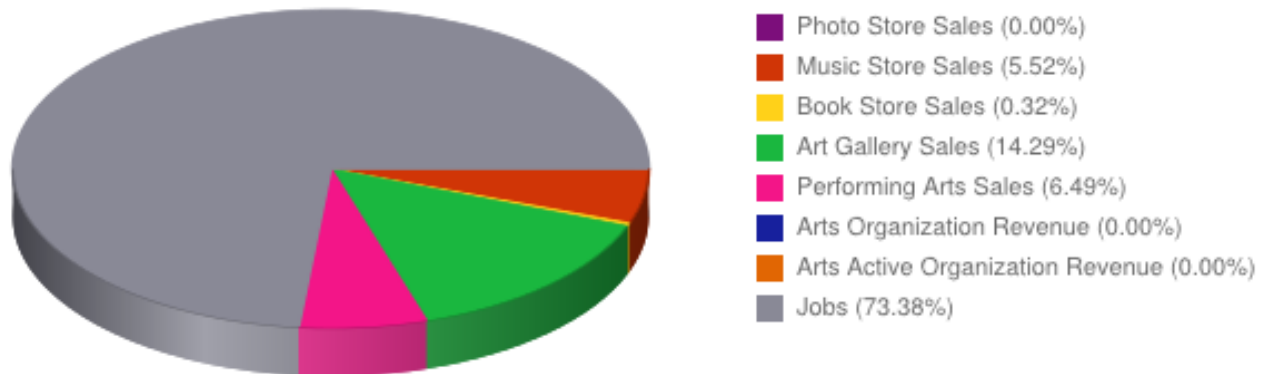
Source: WESTAF

Chart #10
CVI™ Values by Category 2011



Source: WESTAF

Chart #11
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Central Utah ESA CVI™ Values and Calculations vs. the United States and the State of Utah 2011

Tables #8 and #9 and Charts #12 through #15 provide CVI™ data for the Central Utah ESA in comparison to the nation and the State of Utah in 2011. This ESA did not have individual CVI™ values of 1.00 or higher in any CVI™ category. The low individual index values for non-profit arts organization revenues contributed to a low overall CVI™ value for this ESA in 2011. The number of creative jobs had the highest individual index value in this area when compared to the nation. When compared to the state, non-profit arts-active organization revenues had the strongest individual index value in this ESA.

Table #8
Central Utah ESA CVI™ vs. the United States 2011

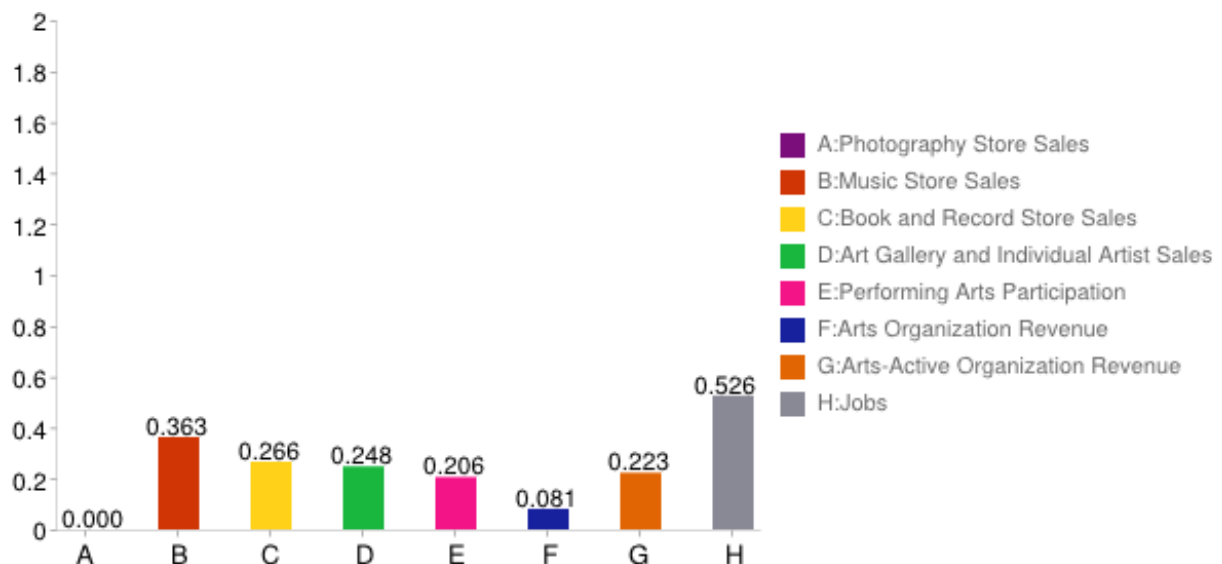
Region A: Millard, Piute, Sanpete, Sevier, Wayne

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	65,634	311,922,182	
Industry Data			
Photography Store Sales	\$0	\$1,159,137,000	0.000
Music Store Sales	\$226,000	\$2,961,284,000	0.363
Book and Record Store Sales	\$445,000	\$7,945,591,000	0.266
Art Gallery and Individual Artist Sales	\$1,980,000	\$37,873,582,000	0.248
Performing Arts Participation	\$670,000	\$15,444,381,000	0.206
Non Profit Data			
Arts Organization Revenue	\$231,599	\$13,641,202,227	0.081
Arts-Active Organization Revenue	\$775,556	\$16,522,955,199	0.223
Occupation Data			
Total Jobs	528	4,770,016	0.526
Total CVI : 0.326			

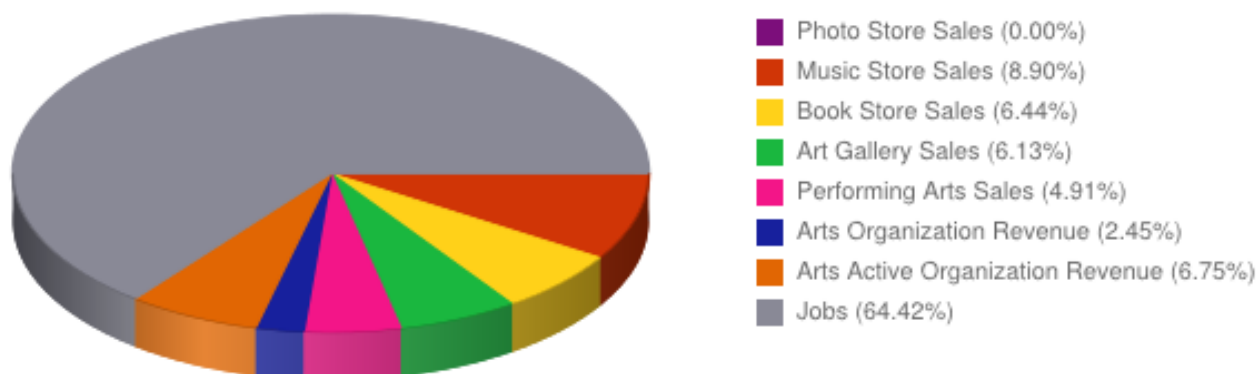
Source: WESTAF

Chart #12
CVI™ Values by Category 2011



Source: WESTAF

Chart #13
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #9
Central Utah ESA CVI™ vs. Utah 2011

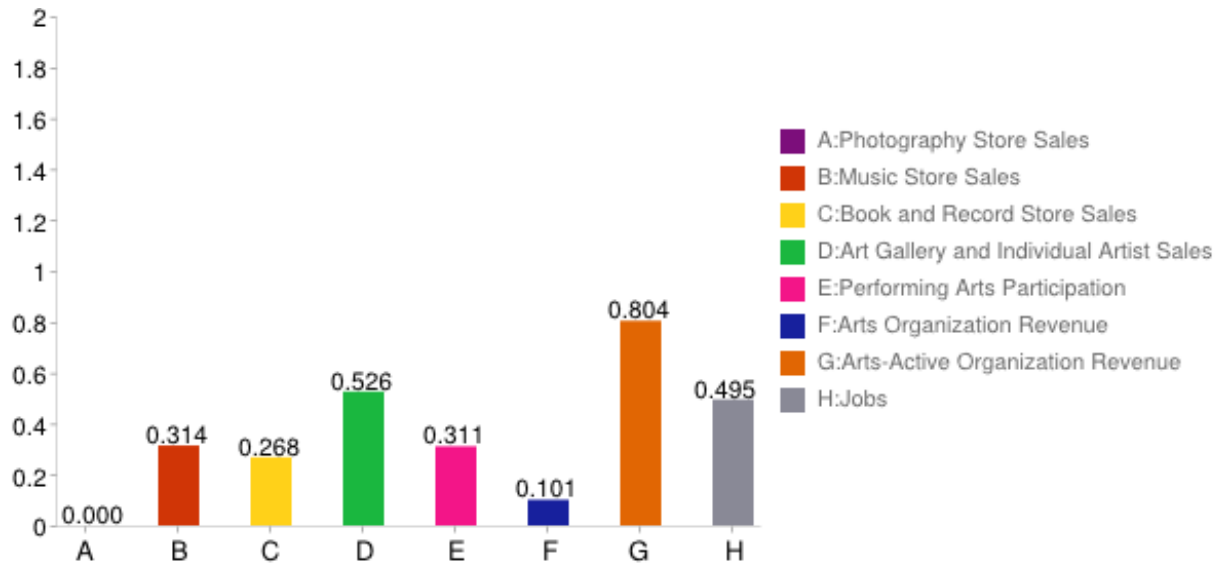
Region A: Millard, Piute, Sanpete, Sevier, Wayne

Region B: Utah

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	65,634	2,806,139	
Industry Data			
Photography Store Sales	\$0	\$7,525,000	0.000
Music Store Sales	\$226,000	\$30,805,000	0.314
Book and Record Store Sales	\$445,000	\$70,864,000	0.268
Art Gallery and Individual Artist Sales	\$1,980,000	\$161,029,000	0.526
Performing Arts Participation	\$670,000	\$92,128,000	0.311
Non Profit Data			
Arts Organization Revenue	\$231,599	\$98,014,931	0.101
Arts-Active Organization Revenue	\$775,556	\$41,251,313	0.804
Occupation Data			
Total Jobs	528	45,582	0.495
Total CVI : 0.401			

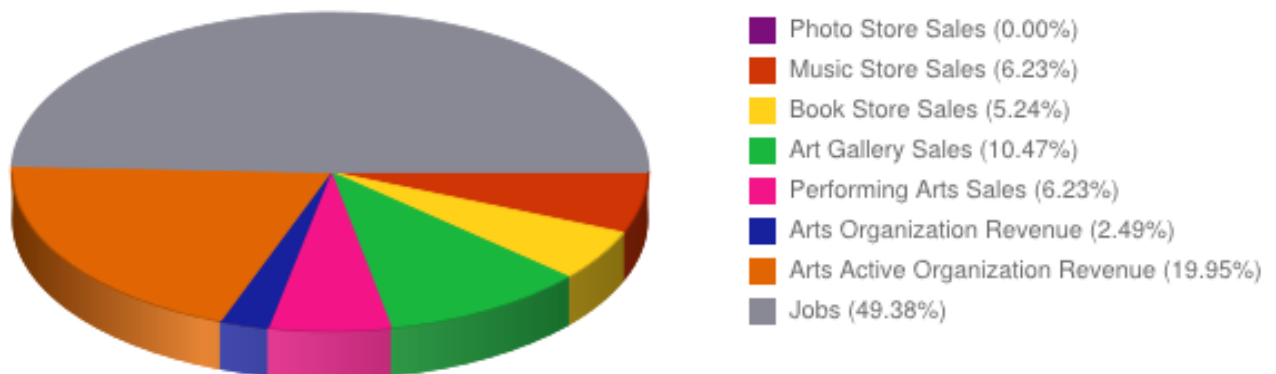
Source: WESTAF

Chart #14
CVI™ Values by Category 2011



Source: WESTAF

Chart #15
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Mountainland ESA CVI™ Values and Calculations vs. the United States and the State of Utah 2011

This ESA performed well when compared to the United States, with an overall CVI™ of 0.89. When compared to the State of Utah, this area had an index value of 1.07 in 2011. More information about this comparison is available in Tables #10 and #11 and Charts #16 through #19. In 2011, this region outperformed the nation in two of the eight categories measured by the CVI™ and it surpassed the State of Utah in four of those categories. This ESA had considerable strengths in photography store sales and the number of jobs linked to the creative economy.

Table #10
Mountainland ESA CVI™ vs. the United States 2011

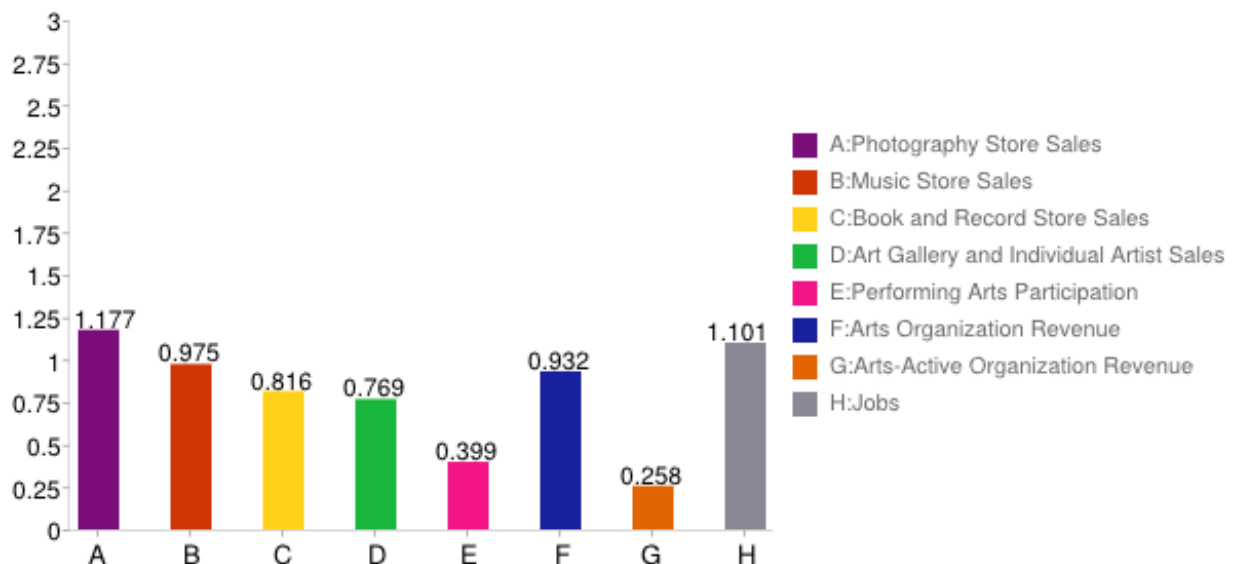
Region A: Juab, Summit, Utah, Wasatch

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	601,709	311,922,182	
Industry Data			
Photography Store Sales	\$2,631,000	\$1,159,137,000	1.177
Music Store Sales	\$5,572,000	\$2,961,284,000	0.975
Book and Record Store Sales	\$12,502,000	\$7,945,591,000	0.816
Art Gallery and Individual Artist Sales	\$56,171,000	\$37,873,582,000	0.769
Performing Arts Participation	\$11,874,000	\$15,444,381,000	0.399
Non Profit Data			
Arts Organization Revenue	\$24,520,871	\$13,641,202,227	0.932
Arts-Active Organization Revenue	\$8,215,887	\$16,522,955,199	0.258
Occupation Data			
Total Jobs	10,135	4,770,016	1.101
Total CVI : 0.89			

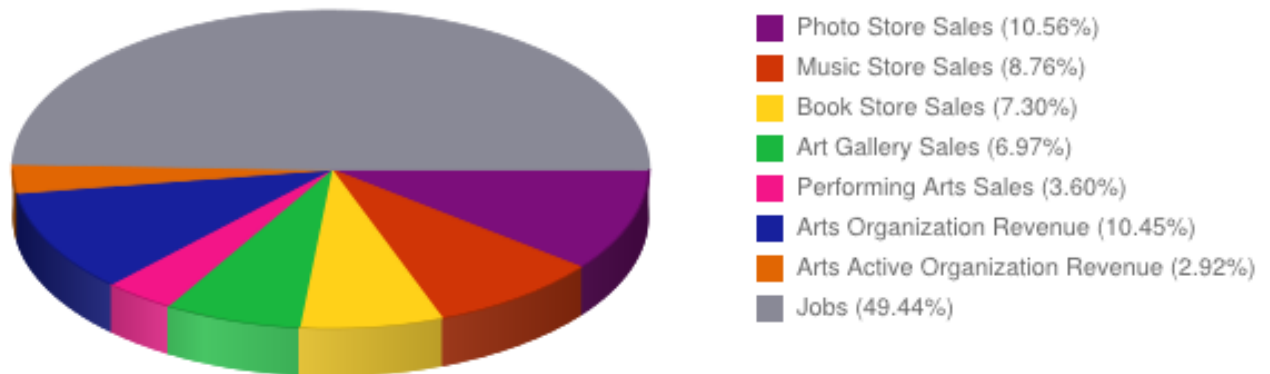
Source: WESTAF

Chart #16
CVI™ Values by Category 2011



Source: WESTAF

Chart #17
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #11
Mountainland ESA CVI™ vs. Utah 2011

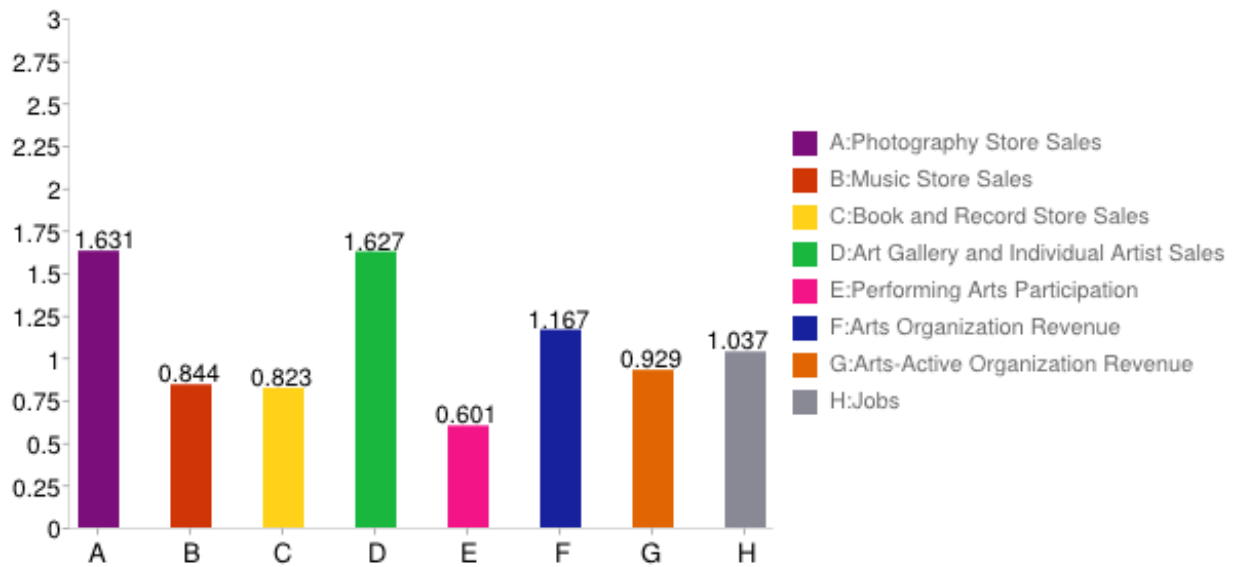
Region A: Juab, Summit, Utah, Wasatch

Region B: Utah

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	601,709	2,806,139	
Industry Data			
Photography Store Sales	\$2,631,000	\$7,525,000	1.631
Music Store Sales	\$5,572,000	\$30,805,000	0.844
Book and Record Store Sales	\$12,502,000	\$70,864,000	0.823
Art Gallery and Individual Artist Sales	\$56,171,000	\$161,029,000	1.627
Performing Arts Participation	\$11,874,000	\$92,128,000	0.601
Non Profit Data			
Arts Organization Revenue	\$24,520,871	\$98,014,931	1.167
Arts-Active Organization Revenue	\$8,215,887	\$41,251,313	0.929
Occupation Data			
Total Jobs	10,135	45,582	1.037
Total CVI : 1.067			

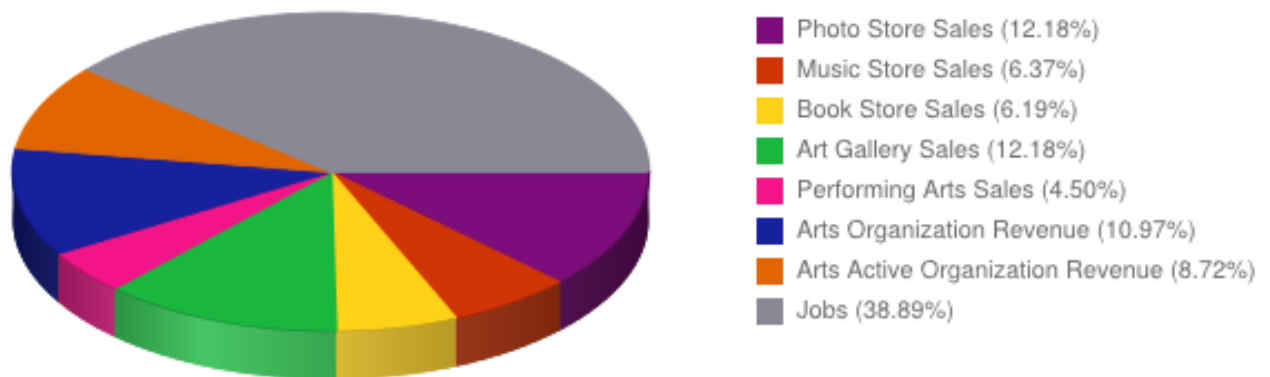
Source: WESTAF

Chart #18
CVI™ Values by Category 2011



Source: WESTAF

Chart #19
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Southeast ESA CVI™ Values and Calculations vs. the United States and the State of Utah 2011

Detailed information regarding the Southwest ESA compared to the nation and the State of Utah are provided in Tables #12 and #13 and Charts #20 through #23. When compared to the United States, this ESA had individual CVI™ values of greater than 1.00 in book and record store sales. This region surpassed the state in three of the eight CVI™ categories in 2011, which contributed to a relatively strong overall index value of 0.95. Book and record store sales received the highest individual index value: 3.27, followed by art gallery and individual artist sales, and non-profit arts-active organization income.

Table #12
Southeast ESA CVI™ vs. the United States 2011

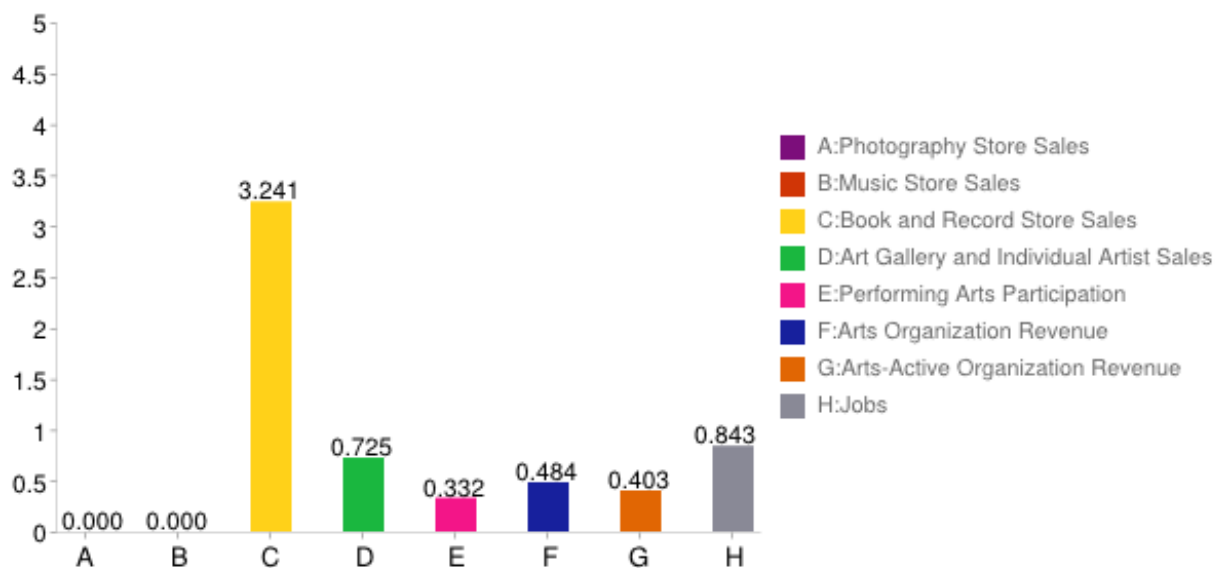
Region A: Grand, San Juan

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	24,058	311,922,182	
Industry Data			
Photography Store Sales	\$0	\$1,159,137,000	0.000
Music Store Sales	\$0	\$2,961,284,000	0.000
Book and Record Store Sales	\$1,986,000	\$7,945,591,000	3.241
Art Gallery and Individual Artist Sales	\$2,118,000	\$37,873,582,000	0.725
Performing Arts Participation	\$396,000	\$15,444,381,000	0.332
Non Profit Data			
Arts Organization Revenue	\$509,368	\$13,641,202,227	0.484
Arts-Active Organization Revenue	\$513,556	\$16,522,955,199	0.403
Occupation Data			
Total Jobs	310	4,770,016	0.843
Total CVI : 0.769			

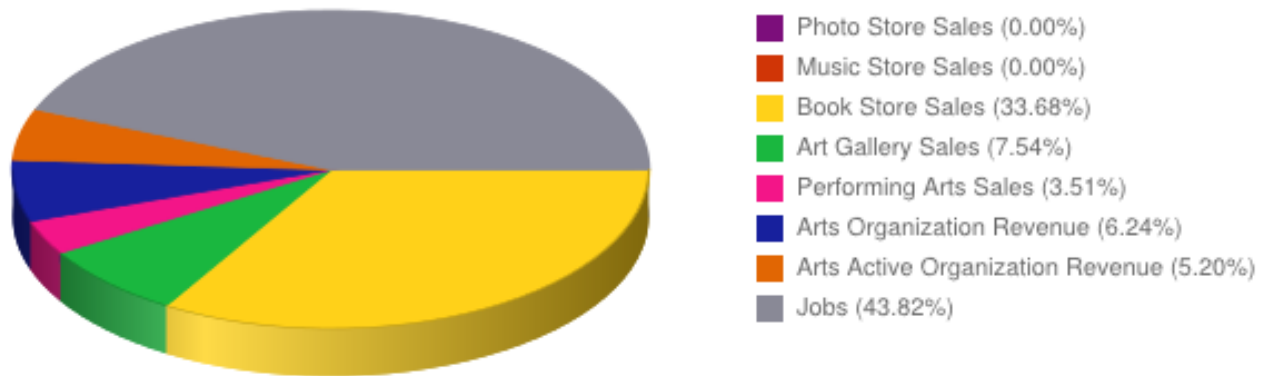
Source: WESTAF

Chart #20
CVI™ Values by Category 2011



Source: WESTAF

Chart #21
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #13
Southeast ESA CVI™ vs. Utah 2011

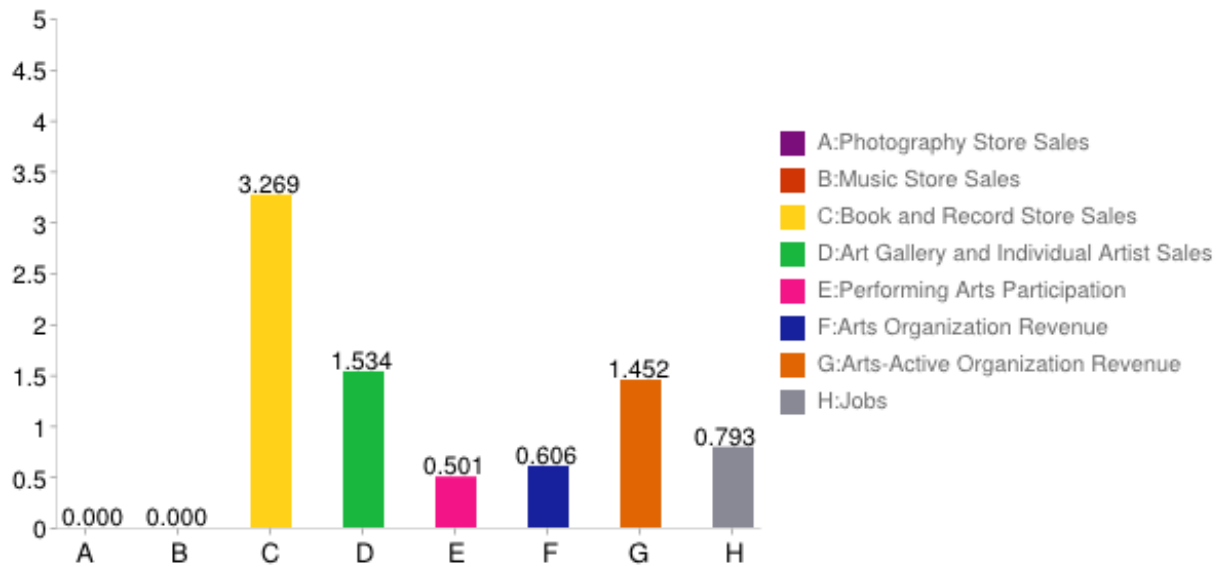
Region A: Grand, San Juan

Region B: Utah

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	24,058	2,806,139	
Industry Data			
Photography Store Sales	\$0	\$7,525,000	0.000
Music Store Sales	\$0	\$30,805,000	0.000
Book and Record Store Sales	\$1,986,000	\$70,864,000	3.269
Art Gallery and Individual Artist Sales	\$2,118,000	\$161,029,000	1.534
Performing Arts Participation	\$396,000	\$92,128,000	0.501
Non Profit Data			
Arts Organization Revenue	\$509,368	\$98,014,931	0.606
Arts-Active Organization Revenue	\$513,556	\$41,251,313	1.452
Occupation Data			
Total Jobs	310	45,582	0.793
Total CVI : 0.948			

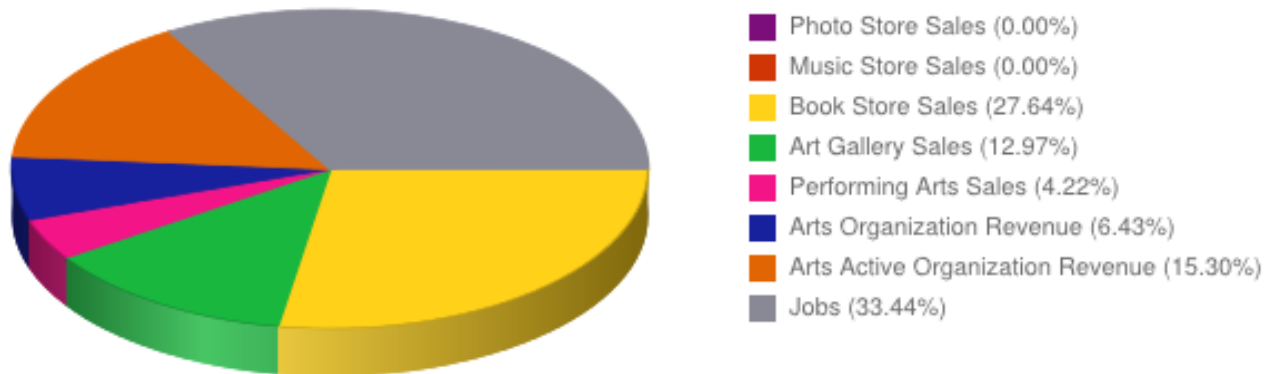
Source: WESTAF

Chart #22
CVI Values by Category 2011



Source: WESTAF

Chart #23
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Southwest ESA CVI™ Values and Calculations vs. the United States and the State of Utah 2011

Summarized data for the Southwest ESA in comparison to the U.S. and the state is provided in Tables #14 and #15 and Charts #24 through #27. When compared to the nation, this ESA had a CVI™ value of 0.64 and a significantly higher overall index value in comparison to Utah: 0.70. The Southwest ESA outperformed the nation and the state in book and record store sales and non-profit arts organization revenues.

Table #14
Southwest ESA CVI™ vs. the United States 2011

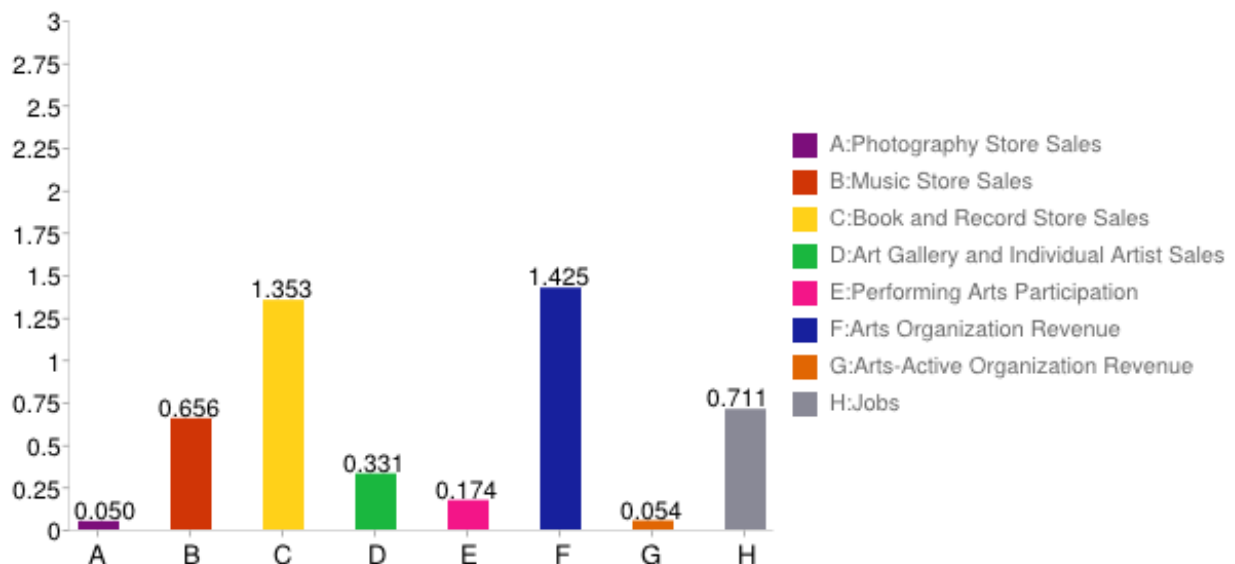
Region A: Beaver, Garfield, Iron, Kane, Washington

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	208,777	311,922,182	
Industry Data			
Photography Store Sales	\$39,000	\$1,159,137,000	0.050
Music Store Sales	\$1,300,000	\$2,961,284,000	0.656
Book and Record Store Sales	\$7,198,000	\$7,945,591,000	1.353
Art Gallery and Individual Artist Sales	\$8,393,000	\$37,873,582,000	0.331
Performing Arts Participation	\$1,795,000	\$15,444,381,000	0.174
Non Profit Data			
Arts Organization Revenue	\$13,009,707	\$13,641,202,227	1.425
Arts-Active Organization Revenue	\$596,240	\$16,522,955,199	0.054
Occupation Data			
Total Jobs	2,269	4,770,016	0.711
Total CVI : 0.636			

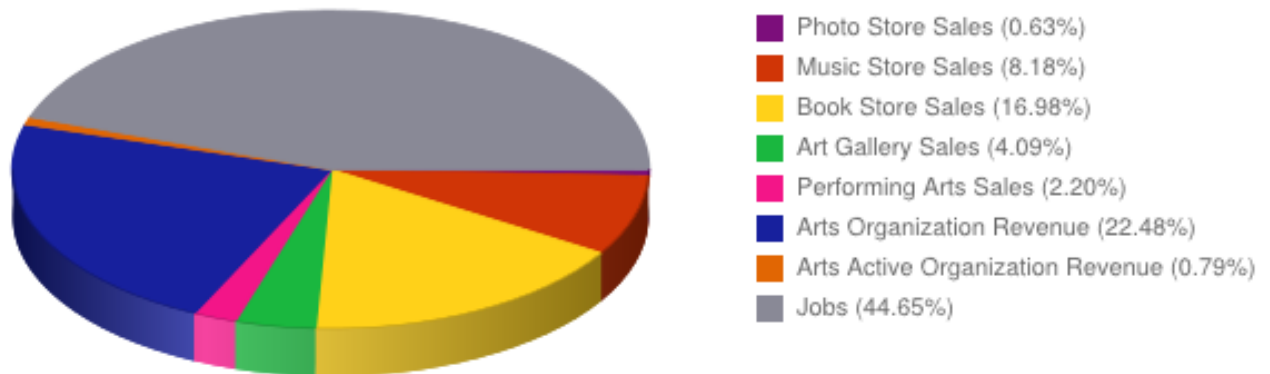
Source: WESTAF

Chart #24
CVI™ Values by Category 2011



Source: WESTAF

Chart #25
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #15
Southwest ESA CVI™ vs. Utah 2011

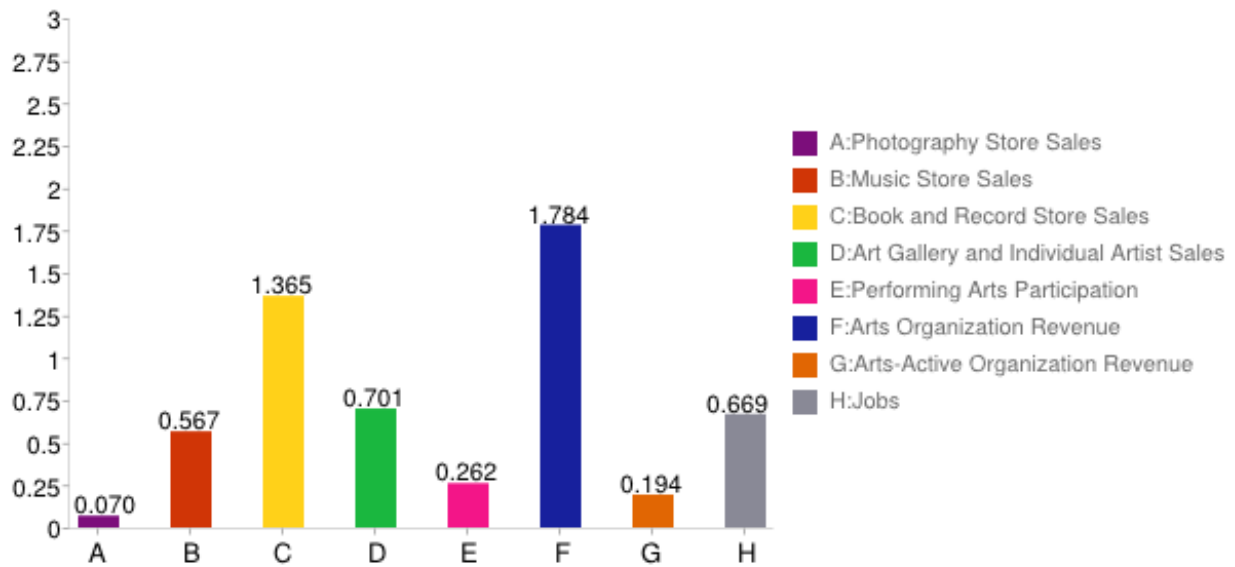
Region A: Beaver, Garfield, Iron, Kane, Washington

Region B: Utah

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	208,777	2,806,139	
Industry Data			
Photography Store Sales	\$39,000	\$7,525,000	0.070
Music Store Sales	\$1,300,000	\$30,805,000	0.567
Book and Record Store Sales	\$7,198,000	\$70,864,000	1.365
Art Gallery and Individual Artist Sales	\$8,393,000	\$161,029,000	0.701
Performing Arts Participation	\$1,795,000	\$92,128,000	0.262
Non Profit Data			
Arts Organization Revenue	\$13,009,707	\$98,014,931	1.784
Arts-Active Organization Revenue	\$596,240	\$41,251,313	0.194
Occupation Data			
Total Jobs	2,269	45,582	0.669
Total CVI : 0.702			

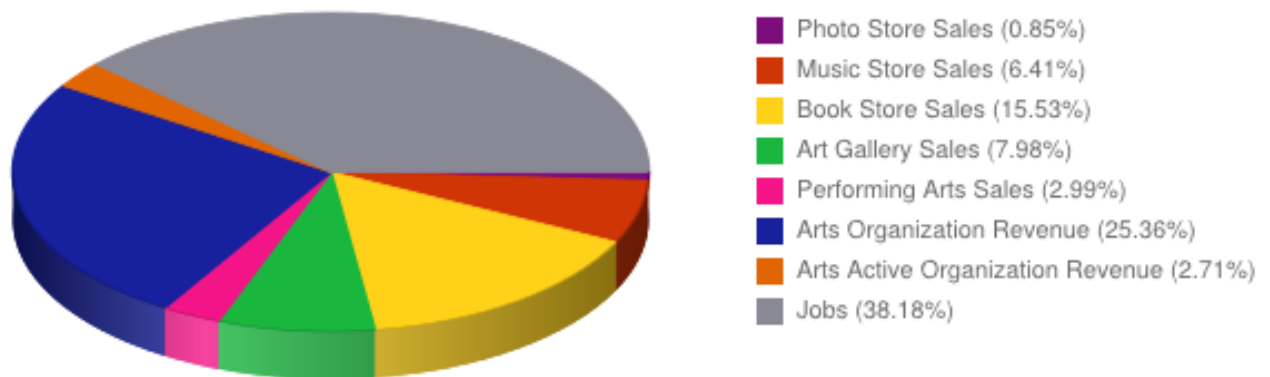
Source: WESTAF

Chart #26
CVI™ Values by Category 2011



Source: WESTAF

Chart #27
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Utah ESA CVI™ Values and Calculations vs. the United States and the State of Utah 2011

Tables #16 and #17 and Charts #28 through #31 provide data for the Utah ESA compared to the United States and Utah in 2011. The overall CVI™ value for this ESA in comparison to the nation was 0.23, whereas the overall index value for the ESA versus the state was 0.28. This ESA did not surpass the U.S. or Utah in any CVI™ category. The number of creative jobs had the highest individual index value when the Utah ESA was compared to both the state and the nation.

Table #16
Uintah ESA CVI™ vs. the United States 2011

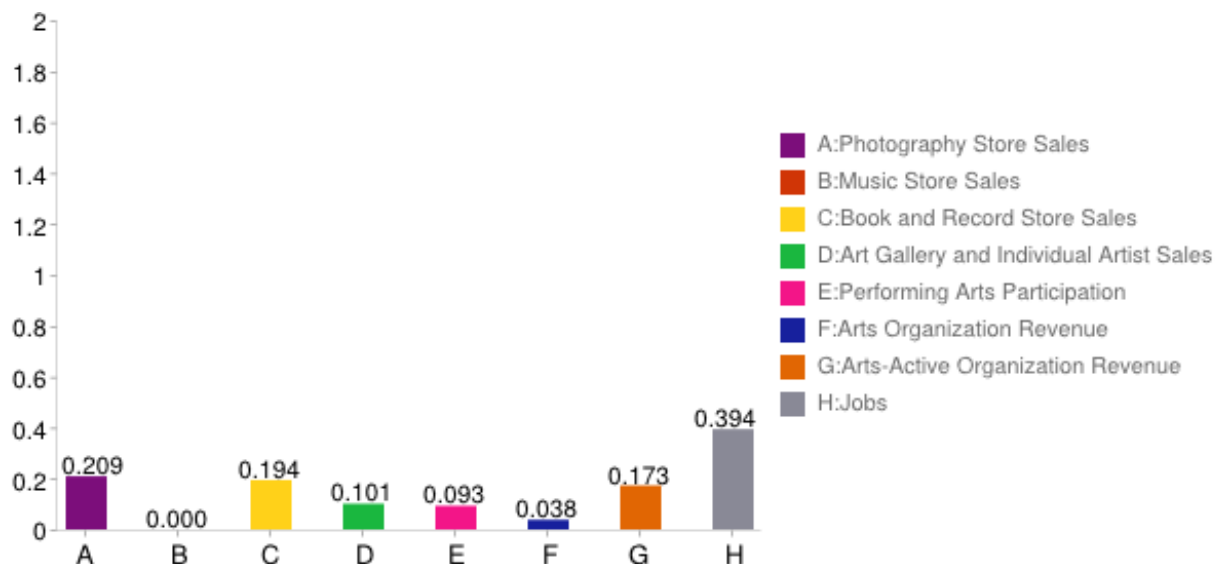
Region A: Daggett, Duchesne, Uintah

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	52,678	311,922,182	
Industry Data			
Photography Store Sales	\$41,000	\$1,159,137,000	0.209
Music Store Sales	\$0	\$2,961,284,000	0.000
Book and Record Store Sales	\$260,000	\$7,945,591,000	0.194
Art Gallery and Individual Artist Sales	\$649,000	\$37,873,582,000	0.101
Performing Arts Participation	\$242,000	\$15,444,381,000	0.093
Non Profit Data			
Arts Organization Revenue	\$87,982	\$13,641,202,227	0.038
Arts-Active Organization Revenue	\$482,868	\$16,522,955,199	0.173
Occupation Data			
Total Jobs	317	4,770,016	0.394
Total CVI : 0.227			

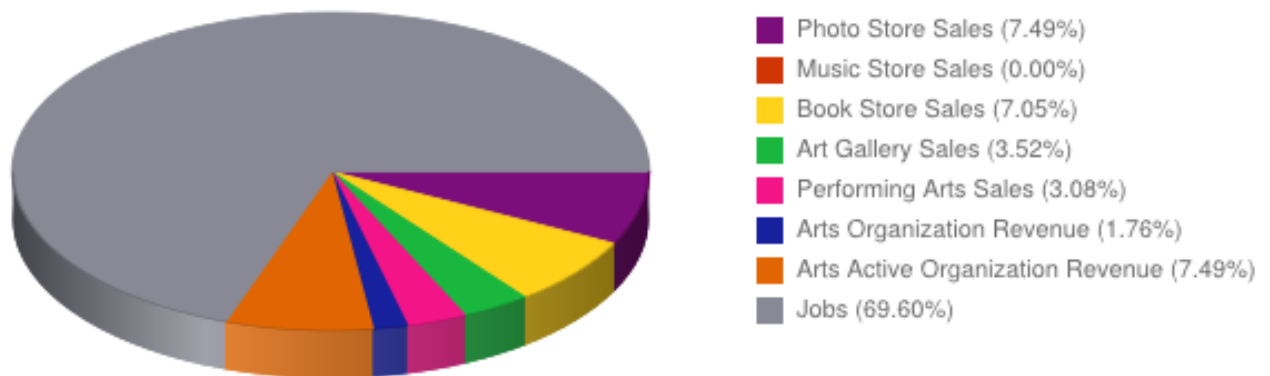
Source: WESTAF

Chart #28
CVI™ Values by Category 2011



Source: WESTAF

Chart #29
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #17
Uintah ESA CVI™ vs. Utah 2011

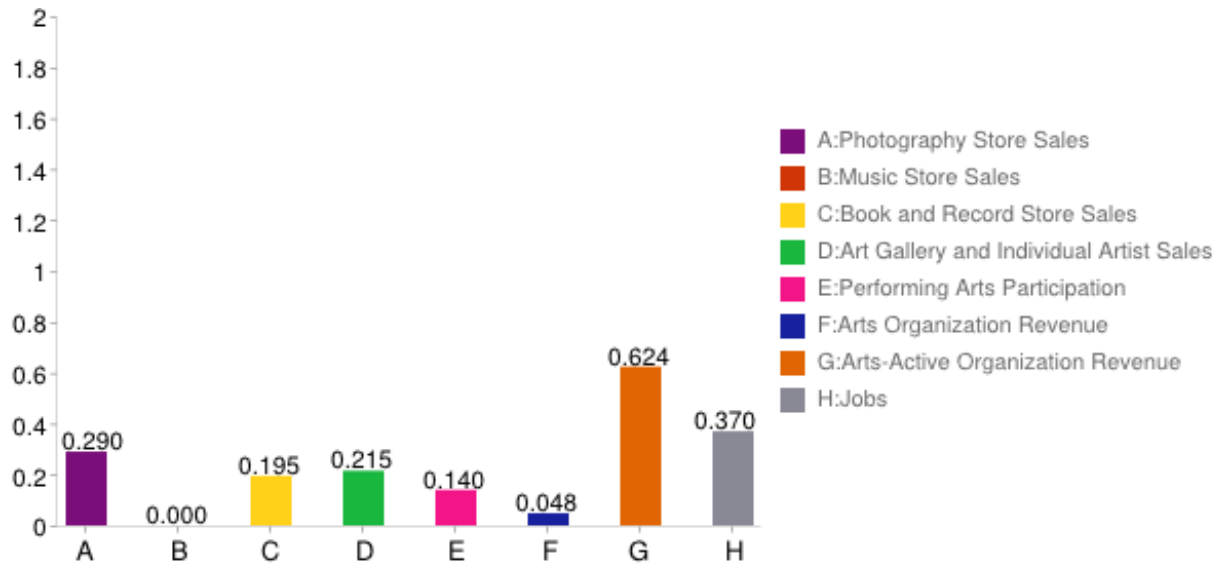
Region A: Daggett, Duchesne, Uintah

Region B: Utah

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	52,678	2,806,139	
Industry Data			
Photography Store Sales	\$41,000	\$7,525,000	0.290
Music Store Sales	\$0	\$30,805,000	0.000
Book and Record Store Sales	\$260,000	\$70,864,000	0.195
Art Gallery and Individual Artist Sales	\$649,000	\$161,029,000	0.215
Performing Arts Participation	\$242,000	\$92,128,000	0.140
Non Profit Data			
Arts Organization Revenue	\$87,982	\$98,014,931	0.048
Arts-Active Organization Revenue	\$482,868	\$41,251,313	0.624
Occupation Data			
Total Jobs	317	45,582	0.370
Total CVI : 0.282			

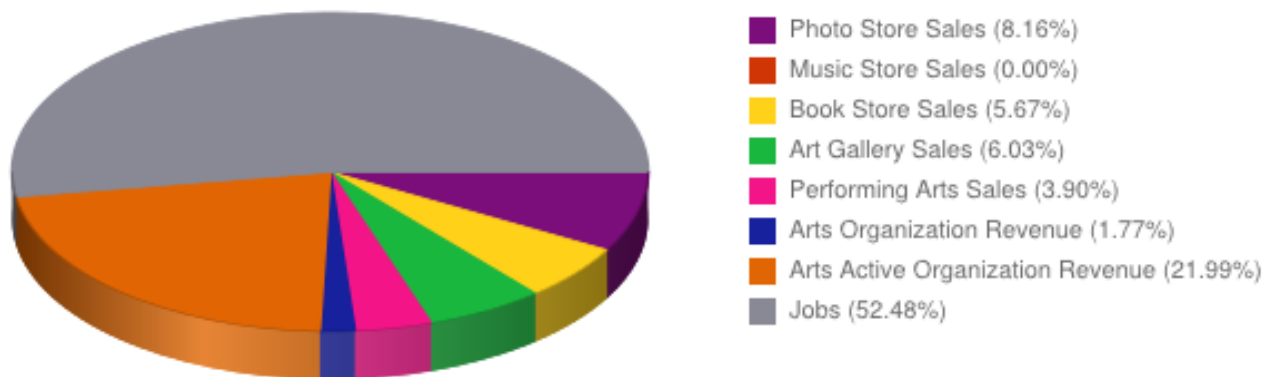
Source: WESTAF

Chart #30
CVI™ Values by Category 2011



Source: WESTAF

Chart #31
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Wasatch Front North ESA CVI™ Values and Calculations vs. the United States and the State of Utah 2011

More information regarding the Wasatch Front North ESA in comparison to the nation and the State of Utah is provided in Tables #18 and #19 and Charts #32 through #35. Compared to the nation, the Wasatch Front North ESA had an overall CVI™ value of 0.54 and it had an index value of 0.59 in comparison to the state. This ESA did not outperform the nation or Utah in any category measured by the CVI™; however, book and record store sales had the strongest individual index value in both comparisons.

Table #18
Wasatch Front North ESA CVI™ vs. the United States 2011

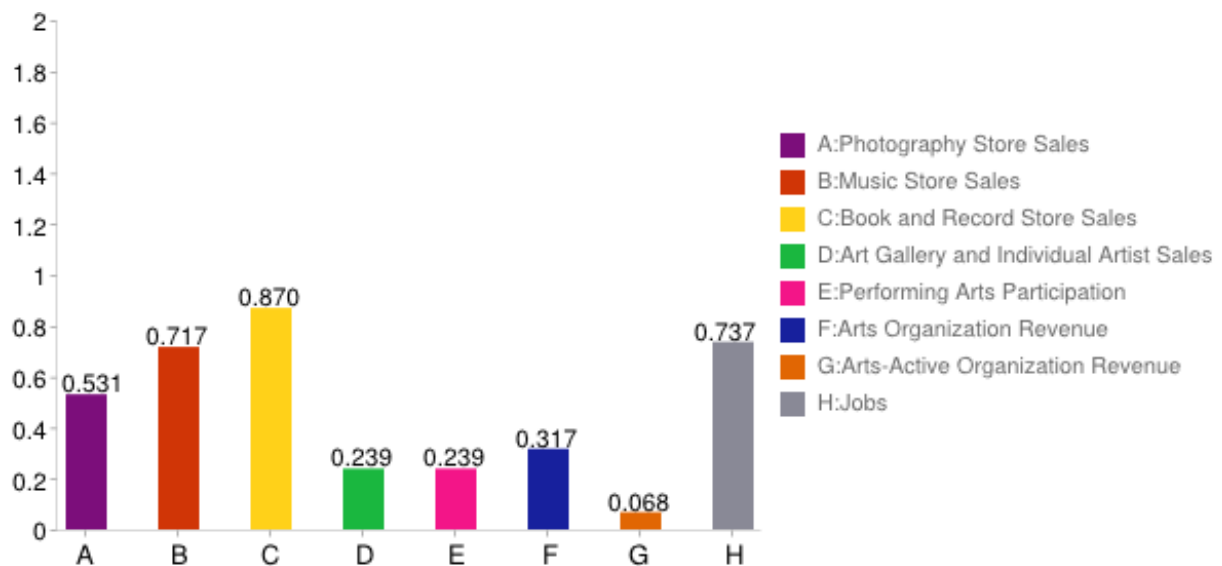
Region A: Weber, Morgan, Davis

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	554,994	311,922,182	
Industry Data			
Photography Store Sales	\$1,095,000	\$1,159,137,000	0.531
Music Store Sales	\$3,779,000	\$2,961,284,000	0.717
Book and Record Store Sales	\$12,298,000	\$7,945,591,000	0.870
Art Gallery and Individual Artist Sales	\$16,104,000	\$37,873,582,000	0.239
Performing Arts Participation	\$6,567,000	\$15,444,381,000	0.239
Non Profit Data			
Arts Organization Revenue	\$7,686,134	\$13,641,202,227	0.317
Arts-Active Organization Revenue	\$2,011,309	\$16,522,955,199	0.068
Occupation Data			
Total Jobs	6,257	4,770,016	0.737
Total CVI : 0.541			

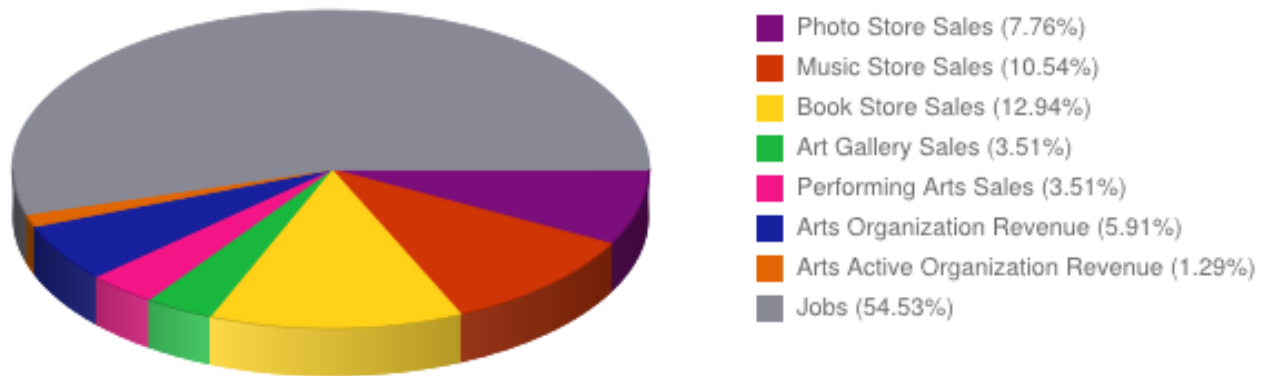
Source: WESTAF

Chart #32
CVI™ Values by Category 2011



Source: WESTAF

Chart #33
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #19
Wasatch Front North ESA CVI™ vs. Utah 2011

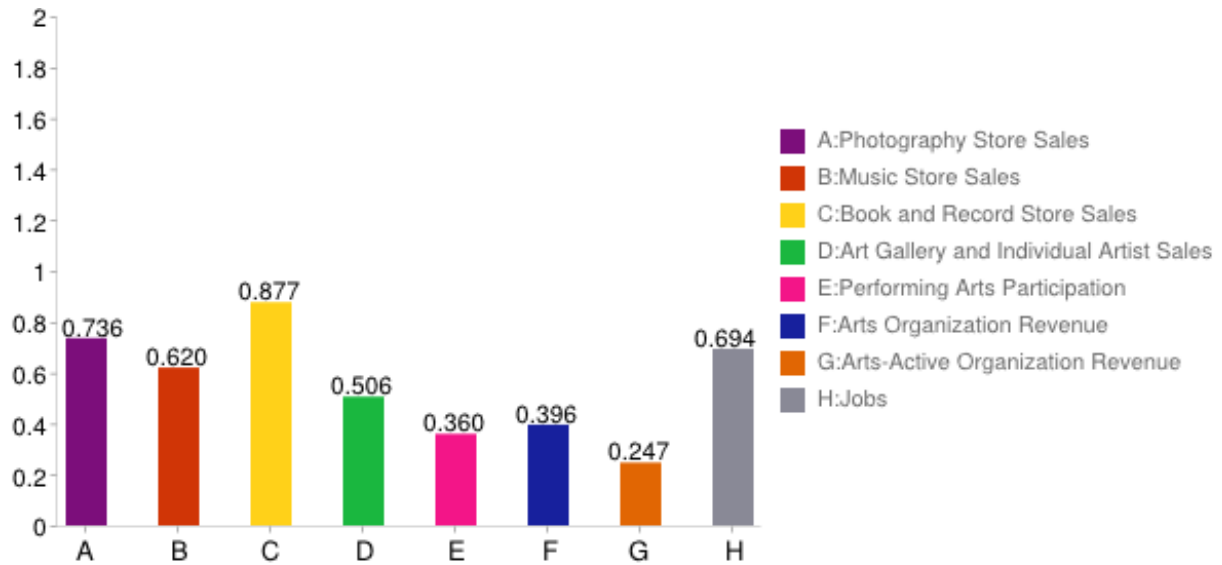
Region A: Weber, Morgan, Davis

Region B: Utah

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	554,994	2,806,139	
Industry Data			
Photography Store Sales	\$1,095,000	\$7,525,000	0.736
Music Store Sales	\$3,779,000	\$30,805,000	0.620
Book and Record Store Sales	\$12,298,000	\$70,864,000	0.877
Art Gallery and Individual Artist Sales	\$16,104,000	\$161,029,000	0.506
Performing Arts Participation	\$6,567,000	\$92,128,000	0.360
Non Profit Data			
Arts Organization Revenue	\$7,686,134	\$98,014,931	0.396
Arts-Active Organization Revenue	\$2,011,309	\$41,251,313	0.247
Occupation Data			
Total Jobs	6,257	45,582	0.694
Total CVI : 0.591			

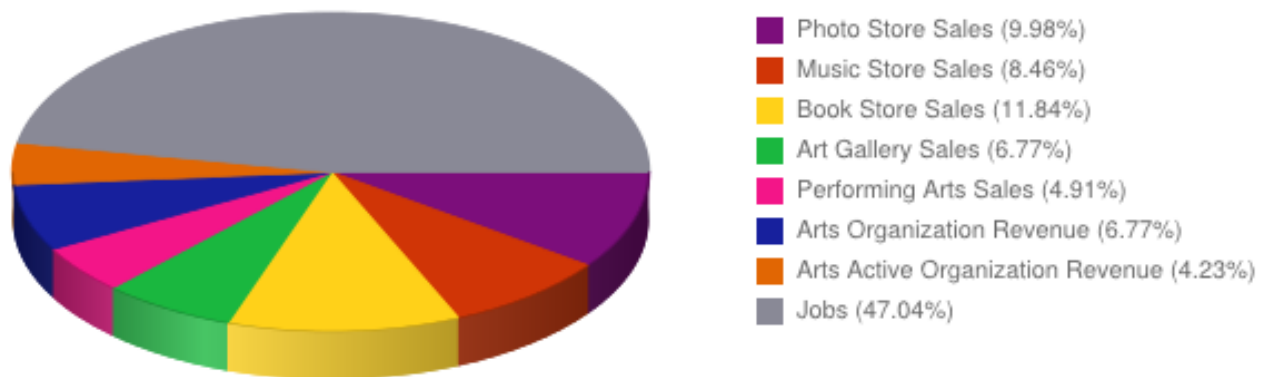
Source: WESTAF

Chart #34
CVI™ Values by Category 2011



Source: WESTAF

Chart #35
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Wasatch Front South ESA CVI™ Values and Calculations vs. the United States and the State of Utah 2011
 Overall, Wasatch Front South ESA was the strongest performing ESA within Utah. Summarized information for the Wasatch Front South ESA compared to the nation and state is provided in Tables #20 and #21 and Charts #36 through #39. When compared to the nation, this ESA's music store sales, book and record store sales, performing arts participation revenues, and number of creative jobs had individual CVI™ values of 1.00 or greater. This area surpassed the State of Utah in all eight categories measured by the CVI™ in 2011. In comparison to Utah, performing arts participation revenues and non-profit arts-active organization revenues in this ESA had the two highest individual CVI™ values. Art gallery and individual artists had the lowest index value in this ESA when compared to the state.

Table #20
Wasatch Front South ESA CVI™ vs. the United States 2011

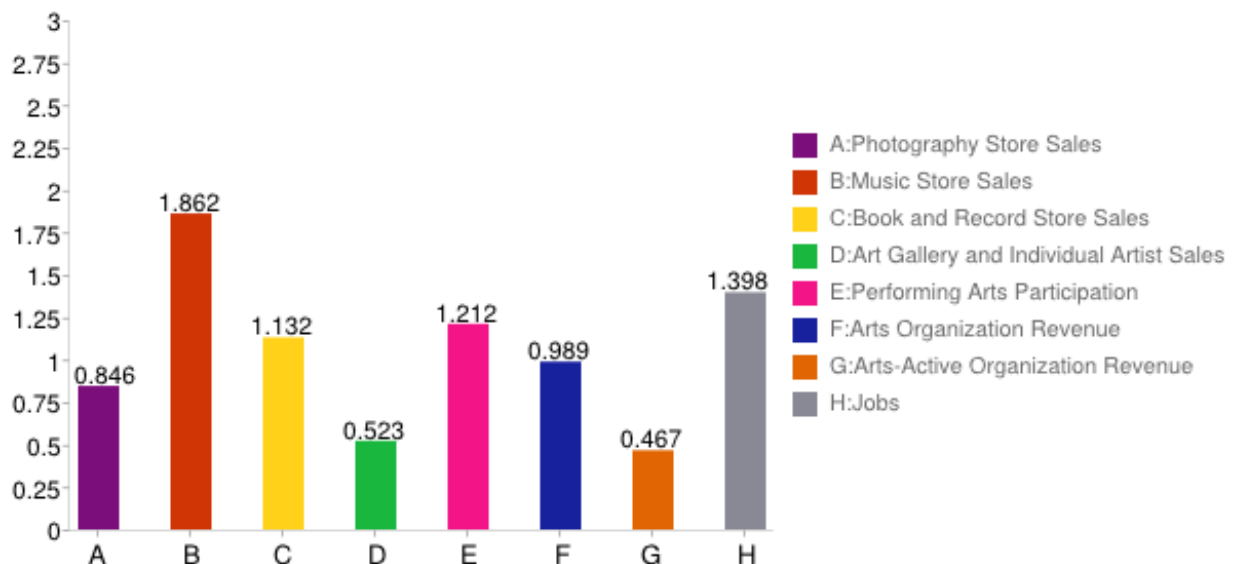
Region A: Tooele, Salt Lake

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	1,099,206	311,922,182	
Industry Data			
Photography Store Sales	\$3,454,000	\$1,159,137,000	0.846
Music Store Sales	\$19,435,000	\$2,961,284,000	1.862
Book and Record Store Sales	\$31,699,000	\$7,945,591,000	1.132
Art Gallery and Individual Artist Sales	\$69,849,000	\$37,873,582,000	0.523
Performing Arts Participation	\$65,959,000	\$15,444,381,000	1.212
Non Profit Data			
Arts Organization Revenue	\$47,539,640	\$13,641,202,227	0.989
Arts-Active Organization Revenue	\$27,163,275	\$16,522,955,199	0.467
Occupation Data			
Total Jobs	23,502	4,770,016	1.398
Total CVI : 1.152			

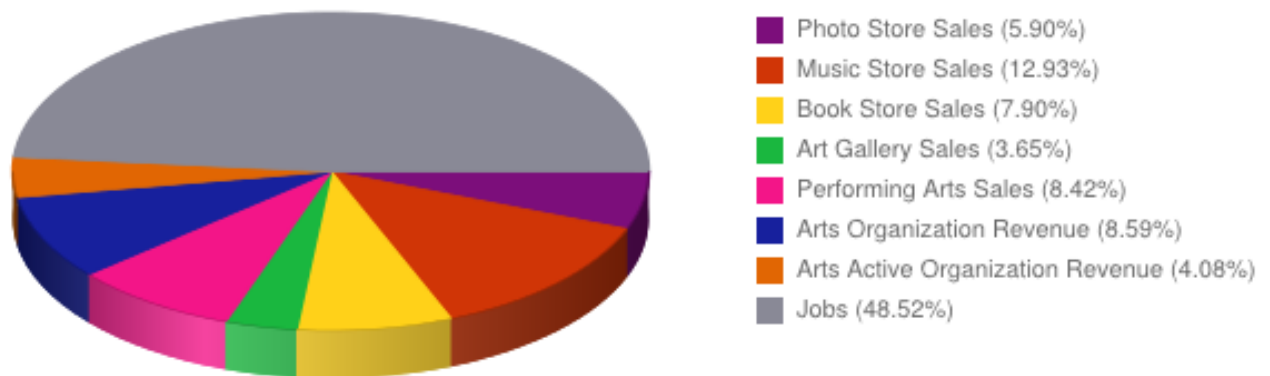
Source: WESTAF

Chart #36
CVI™ Values by Category 2011



Source: WESTAF

Chart #37
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #21
Wasatch Front South ESA CVI™ vs. Utah 2011

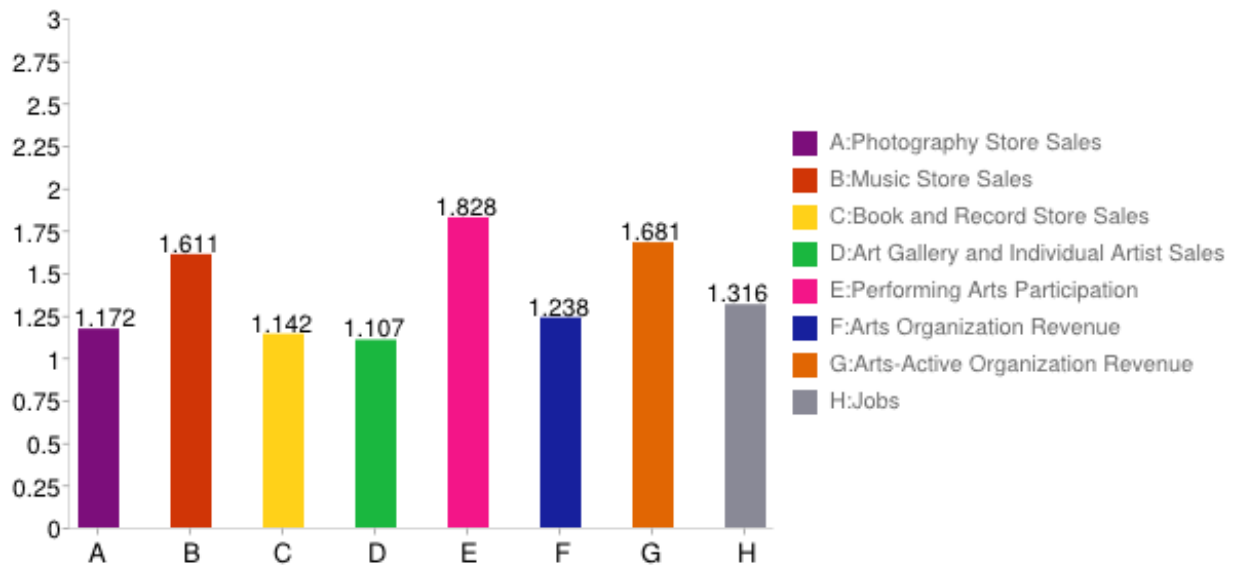
Region A: Tooele, Salt Lake

Region B: Utah

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	1,099,206	2,806,139	
Industry Data			
Photography Store Sales	\$3,454,000	\$7,525,000	1.172
Music Store Sales	\$19,435,000	\$30,805,000	1.611
Book and Record Store Sales	\$31,699,000	\$70,864,000	1.142
Art Gallery and Individual Artist Sales	\$69,849,000	\$161,029,000	1.107
Performing Arts Participation	\$65,959,000	\$92,128,000	1.828
Non Profit Data			
Arts Organization Revenue	\$47,539,640	\$98,014,931	1.238
Arts-Active Organization Revenue	\$27,163,275	\$41,251,313	1.681
Occupation Data			
Total Jobs	23,502	45,582	1.316
Total CVI : 1.367			

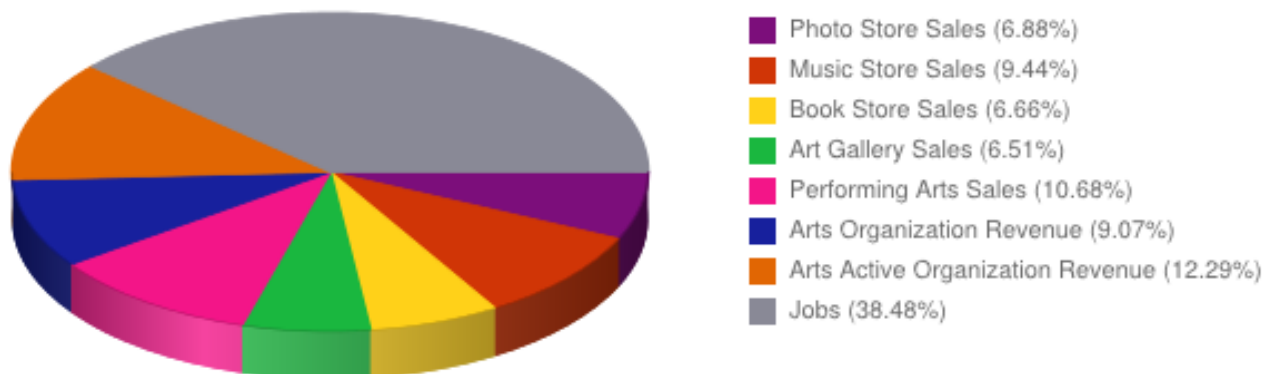
Source: WESTAF

Chart #38
CVI Values by Category 2011



Source: WESTAF

Chart #39
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

The Occupational Index

The Occupational Index of the Arts measures the level of creative occupations per capita in a given geographic area compared with national per capita occupational employment. The CVI™ measures 36 selected occupational categories that are highly correlated with measured skill sets in thinking creatively, originality, and fine arts knowledge as measured by the Employment and Training Administration's "O*NET" occupational network database. Given this meticulous selection of occupations, the CVI™ presents an extremely justifiable report on creative economy employment.

Location quotients (LQs) for each individual occupation are included within the CVI™. LQs are essentially the "index values" for each individual occupation, measuring whether or not there is a per capita concentration of an occupation within the study area. LQs are given for both the state and the nation, showing the relative concentration of employment for an area when compared with the state and nation. The national standard LQ is

"1.00." The strengths and weaknesses of occupational employment categories as measured by the LQ can provide important information about industry prevalence within a region's creative sector.

The CVI™ partners with Economic Modeling Specialists International (EMSI) to receive industry leading occupational data. Occupational data provided by EMSI reveals all instances of employment, including full-time and part-time workers, the self-employed, and sole-proprietors. The occupational data provided in this report seeks to show the most accurate, and realistic employment statistics in a given region.

Utah Occupational Information

The State of Utah had 48,582 jobs within the creative economy and an index value of 1.06 in 2011. From 2010 to 2011, the state gained 3,980 creative jobs at a rate of 9.57%. Landscape architects, fashion designers, and media and communication workers experienced job losses at a significant rate. Radio and television announcers, musicians and singers, and art directors in the state experienced gains in the number of jobs. In 2011, set and exhibit designers, technical writers, and commercial and industrial designers had the highest location quotients within the state.

Table #22
Occupational Index by ESA 2010-2011

Region	2010 Jobs	2011 Jobs	#Change	%Change	2010 Index	2011 Index
UT-Bear River, ESA	1,843	1,969	126	6.84%	0.77	0.77
UT-Castle Country, ESA	261	295	34	13.03%	0.56	0.60
UT-Central Utah, ESA	500	528	28	5.60%	0.53	0.53
UT-Mountainland, ESA	9,085	10,135	1,050	11.56%	1.07	1.10
UT-Southeast, ESA	293	310	17	5.80%	0.84	0.84
UT-Southwest, ESA	2,033	2,269	236	11.61%	0.69	0.71
UT-Uintah, ESA	265	317	52	19.62%	0.35	0.39
UT-Wasatch Front North, ESA	5,482	6,257	775	14.14%	0.69	0.74
UT-Wasatch Front South ESA	21,840	23,502	1,662	7.61%	1.38	1.40
Totals	41,602	45,582	3,980	9.57%	1.04	1.06

Source: Economic Modeling Specialists, Int'l. Complete Employment

Table #23
Utah Creative Jobs by Occupation 2010-2011

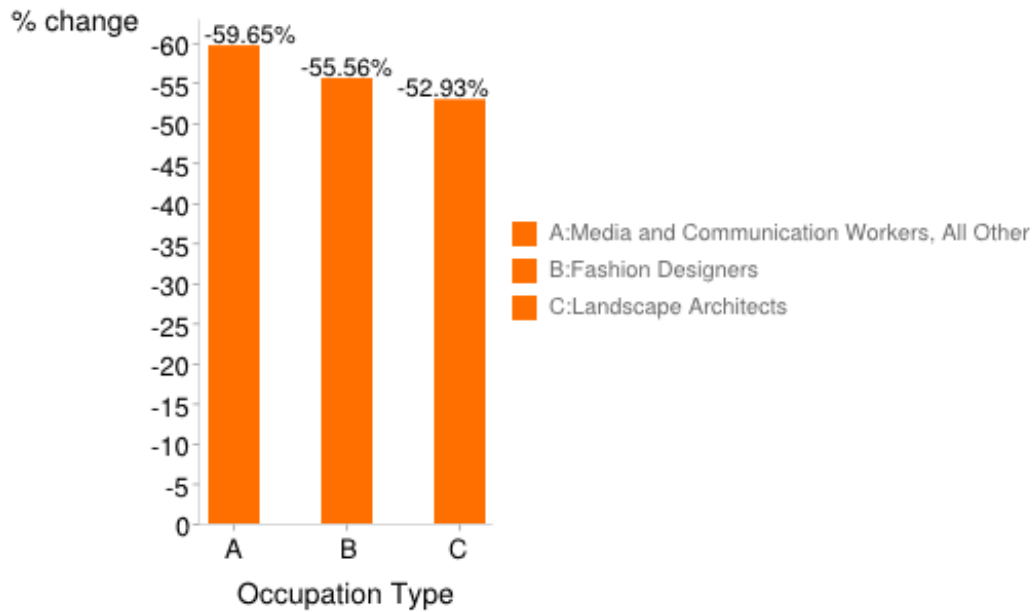
Regions : Utah

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	660	520	-21.21
Advertising and Promotions Managers	315	389	23.49
Agents and Business Managers of Artists, Performers, and Athletes	389	549	41.13
Architects, Except Landscape and Naval	999	1,311	31.23
Art Directors	1,059	1,744	64.68
Audio and Video Equipment Technicians	550	651	18.36
Broadcast Technicians	324	346	6.79
Camera Operators, Television, Video, and Motion Picture	220	241	9.55
Choreographers	135	133	-1.48
Commercial and Industrial Designers	884	735	-16.86
Dancers	235	209	-11.06
Directors, Religious Activities	1,339	1,194	-10.83
Editors	1,136	1,134	-0.18
Fashion Designers	504	224	-55.56
Film and Video Editors	226	216	-4.42
Fine Artists including Painters, Sculptors, and Illustrators	1,030	583	-43.40
Floral Designers	1,136	1,077	-5.19
Graphic Designers	2,962	4,468	50.84
Interior Designers	877	762	-13.11
Landscape Architects	461	217	-52.93
Librarians	1,154	1,085	-5.98
Media and Communication Equipment Workers, All Other	190	177	-6.84
Media and Communication Workers, All Other	1,197	483	-59.65
Multi-Media Artists and Animators	1,086	1,710	57.46
Music Directors and Composers	2,026	1,317	-35.00
Musical Instrument Repairers and Tuners	124	94	-24.19
Musicians and Singers	2,452	4,451	81.53
Photographers	7,878	9,132	15.92
Producers and Directors	1,047	850	-18.82
Public Relations Managers	456	477	4.61
Public Relations Specialists	3,002	3,226	7.46
Radio and Television Announcers	426	785	84.27
Set and Exhibit Designers	889	502	-43.53
Sound Engineering Technicians	141	128	-9.22
Technical Writers	800	754	-5.75
Writers and Authors	3,293	3,708	12.60
Total	41,602	45,582	9.57

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #40

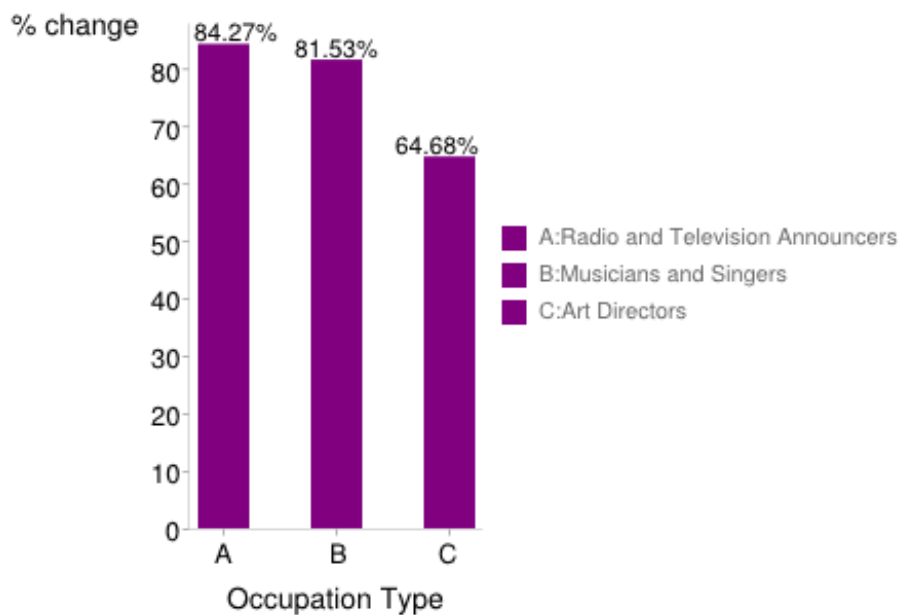
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #41

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Table #24
Utah Creative Jobs by Location Quotient 2010-2011

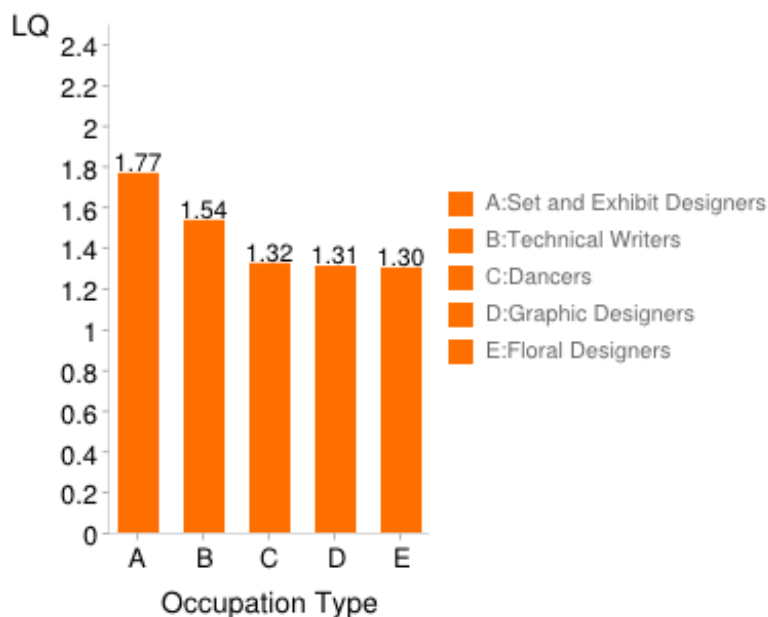
Region: Utah

Occupation Type	2010 National LQ	2011 National LQ
Actors	0.76	0.71
Advertising and Promotions Managers	0.71	0.77
Agents and Business Managers of Artists, Performers, and Athletes	0.87	0.97
Architects, Except Landscape and Naval	0.82	0.88
Art Directors	0.90	0.99
Audio and Video Equipment Technicians	1.13	1.11
Broadcast Technicians	1.04	0.99
Camera Operators, Television, Video, and Motion Picture	0.93	0.88
Choreographers	0.61	0.65
Commercial and Industrial Designers	1.29	1.49
Dancers	1.32	1.36
Directors, Religious Activities	1.15	1.16
Editors	0.81	0.83
Fashion Designers	0.88	0.83
Film and Video Editors	0.94	0.90
Fine Artists including Painters, Sculptors, and Illustrators	1.06	1.07
Floral Designers	1.30	1.32
Graphic Designers	1.31	1.29
Interior Designers	1.04	1.02
Landscape Architects	0.91	0.82
Librarians	0.80	0.78
Media and Communication Equipment Workers, All Other	0.95	0.94
Media and Communication Workers, All Other	0.97	0.81
Multi-Media Artists and Animators	0.94	1.05
Music Directors and Composers	1.02	1.08
Musical Instrument Repairers and Tuners	1.03	1.06
Musicians and Singers	1.04	1.03
Photographers	1.10	1.14
Producers and Directors	0.88	0.82
Public Relations Managers	0.85	0.82
Public Relations Specialists	1.16	1.17
Radio and Television Announcers	0.94	1.02
Set and Exhibit Designers	1.77	3.22
Sound Engineering Technicians	0.77	0.70
Technical Writers	1.54	1.63
Writers and Authors	0.96	1.02

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #42

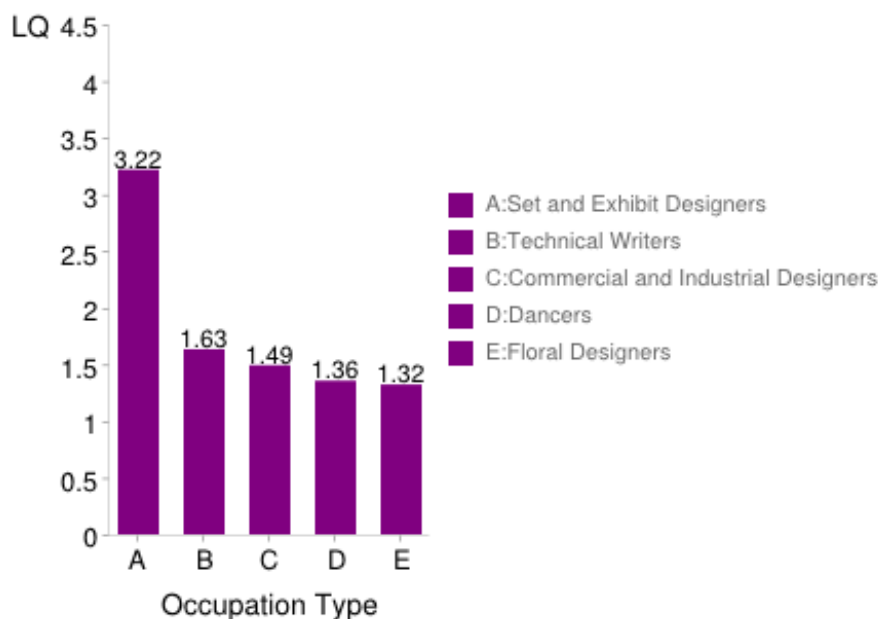
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #43

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Bear River ESA Occupational Information

From 2010 to 2011, this ESA gained 126 jobs linked to the creative economy at a growth rate of 6.84%, which contributed to the region's total of 1,969 creative jobs and an index value of 0.77 in 2011. Musicians and singers, along with architects, experienced significant increases in the number of jobs within this ESA, while jobs for set and exhibit designers and media and communication workers decreased. Fashion designers, librarians, and photographers had the highest location quotients within this ESA.

Table #25
Bear River ESA Creative Jobs by Occupation 2010-2011

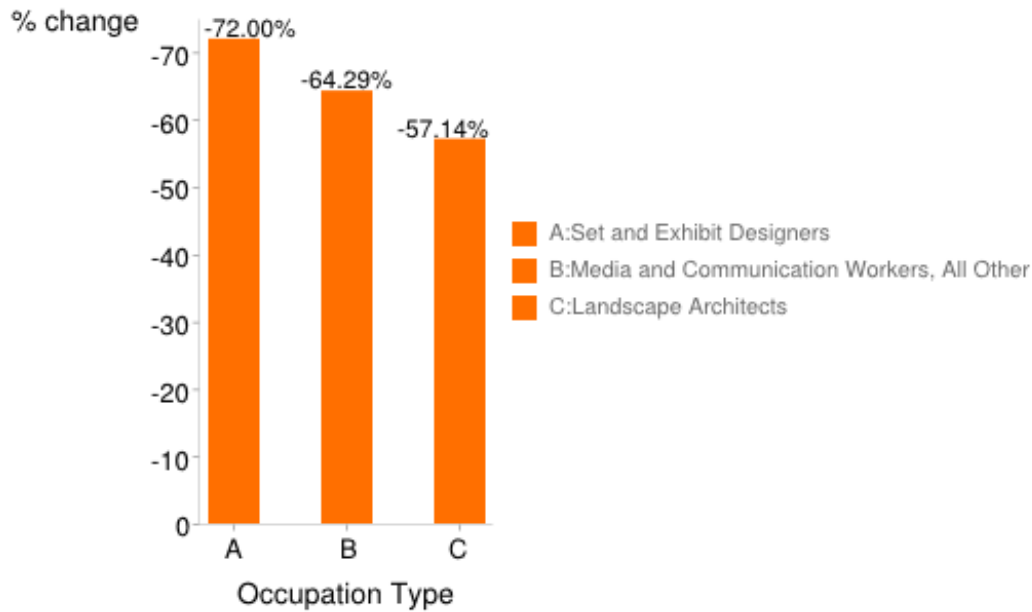
Regions: Rich, Cache, Box Elder

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	33	24	-27.27
Advertising and Promotions Managers	11	13	18.18
Agents and Business Managers of Artists, Performers, and Athletes	18	23	27.78
Architects, Except Landscape and Naval	44	67	52.27
Art Directors	54	77	42.59
Audio and Video Equipment Technicians	10	14	40.00
Broadcast Technicians	11	11	0.00
Camera Operators, Television, Video, and Motion Picture	6	9	50.00
Choreographers	8	7	-12.50
Commercial and Industrial Designers	38	32	-15.79
Dancers	7	6	-14.29
Directors, Religious Activities	5	5	0.00
Editors	50	48	-4.00
Fashion Designers	24	14	-41.67
Film and Video Editors	6	5	-16.67
Fine Artists including Painters, Sculptors, and Illustrators	50	23	-54.00
Floral Designers	51	43	-15.69
Graphic Designers	162	229	41.36
Interior Designers	33	27	-18.18
Landscape Architects	28	12	-57.14
Librarians	71	65	-8.45
Media and Communication Equipment Workers, All Other	6	5	-16.67
Media and Communication Workers, All Other	70	25	-64.29
Multi-Media Artists and Animators	76	96	26.32
Music Directors and Composers	62	29	-53.23
Musical Instrument Repairers and Tuners	8	5	-37.50
Musicians and Singers	75	153	104.00
Photographers	429	522	21.68
Producers and Directors	35	26	-25.71
Public Relations Managers	16	17	6.25
Public Relations Specialists	113	119	5.31
Radio and Television Announcers	30	33	10.00
Set and Exhibit Designers	25	7	-72.00
Sound Engineering Technicians	4	3	-25.00
Technical Writers	24	21	-12.50
Writers and Authors	150	154	2.67
Total	1,843	1,969	6.84

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #44

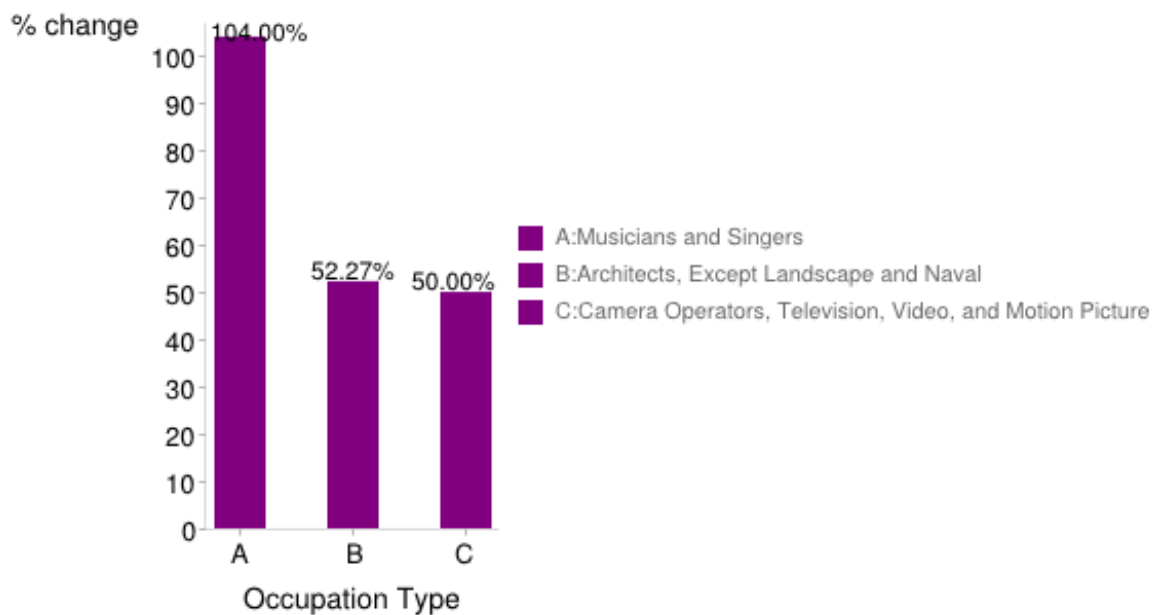
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #45

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Table #26

Bear River ESA Creative Jobs by Location Quotient 2010-2011

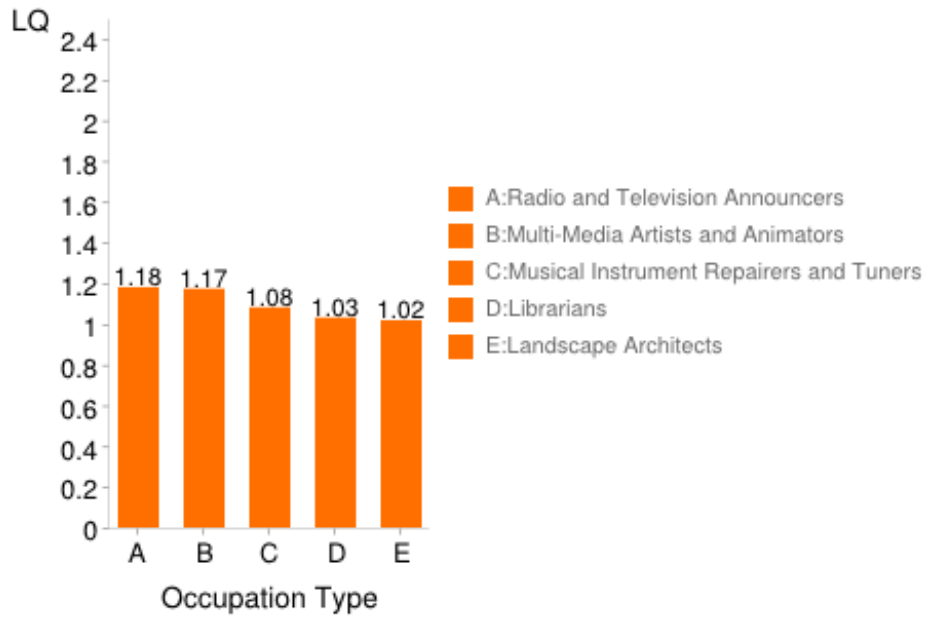
Regions: Rich, Cache, Box Elder

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	0.84	0.78	0.63	0.55
Advertising and Promotions Managers	0.59	0.56	0.42	0.43
Agents and Business Managers of Artists, Performers, and Athletes	0.78	0.70	0.68	0.68
Architects, Except Landscape and Naval	0.74	0.86	0.61	0.76
Art Directors	0.85	0.74	0.77	0.74
Audio and Video Equipment Technicians	0.30	0.36	0.34	0.40
Broadcast Technicians	0.57	0.53	0.59	0.53
Camera Operators, Television, Video, and Motion Picture	0.46	0.63	0.42	0.55
Choreographers	0.99	0.89	0.61	0.58
Commercial and Industrial Designers	0.72	0.73	0.93	1.09
Dancers	0.50	0.48	0.66	0.65
Directors, Religious Activities	0.06	0.07	0.07	0.08
Editors	0.74	0.71	0.60	0.59
Fashion Designers	0.80	1.05	0.70	0.87
Film and Video Editors	0.44	0.39	0.42	0.35
Fine Artists including Painters, Sculptors, and Illustrators	0.81	0.66	0.86	0.71
Floral Designers	0.75	0.67	0.98	0.89
Graphic Designers	0.92	0.86	1.20	1.11
Interior Designers	0.63	0.60	0.66	0.61
Landscape Architects	1.02	0.93	0.93	0.76
Librarians	1.03	1.01	0.83	0.79
Media and Communication Equipment Workers, All Other	0.53	0.48	0.50	0.44
Media and Communication Workers, All Other	0.98	0.87	0.95	0.71
Multi-Media Artists and Animators	1.17	0.94	1.11	0.99
Music Directors and Composers	0.51	0.37	0.52	0.40
Musical Instrument Repairers and Tuners	1.08	0.89	1.11	0.94
Musicians and Singers	0.51	0.58	0.53	0.60
Photographers	0.91	0.96	1.01	1.09
Producers and Directors	0.56	0.51	0.49	0.42
Public Relations Managers	0.59	0.60	0.50	0.49
Public Relations Specialists	0.63	0.62	0.73	0.72
Radio and Television Announcers	1.18	0.71	1.11	0.72
Set and Exhibit Designers	0.47	0.23	0.83	0.75
Sound Engineering Technicians	0.48	0.39	0.36	0.28
Technical Writers	0.50	0.47	0.77	0.77
Writers and Authors	0.76	0.70	0.73	0.71

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #46

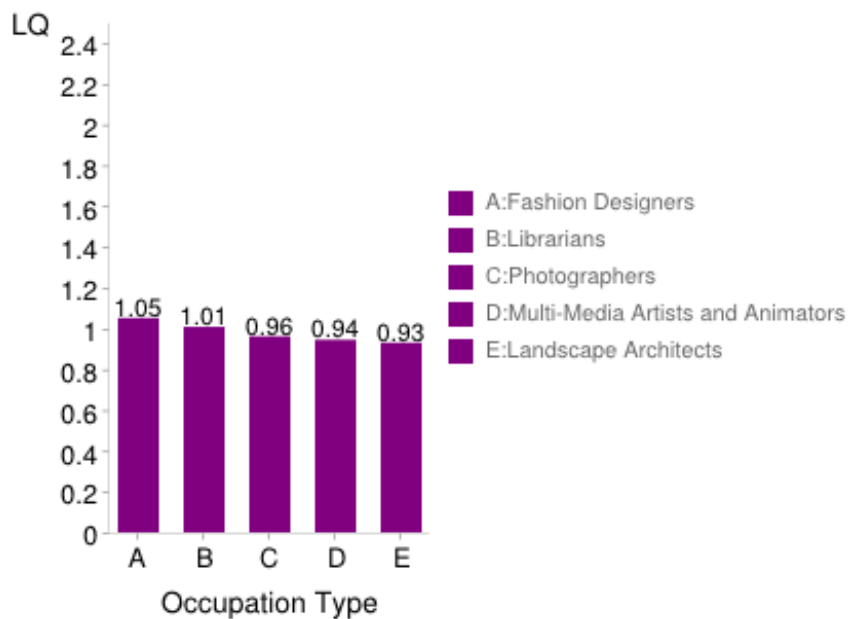
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #47

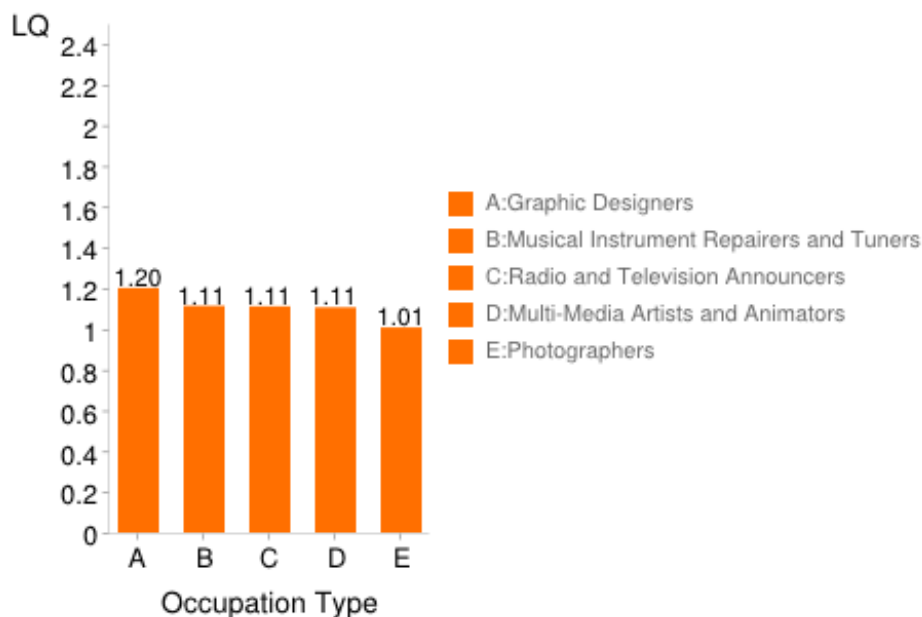
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #48

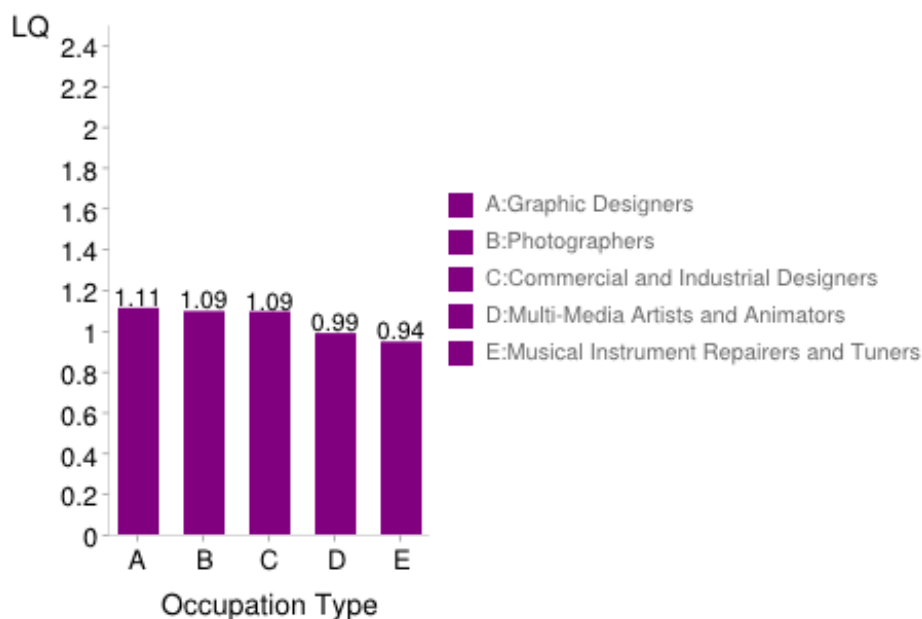
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #49

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Castle Country ESA Occupational Information

In 2011, there were 295 positions within highly creative occupations in this region, which had an index value of 0.60. From 2010 to 2011, Castle Country ESA generated 34 new creative jobs at a rate of 13.0%. In this ESA, media and communications workers, set and exhibit designers, and landscape architects reported significant declines in employment. There were increases in the number of public relations managers, audio and video equipment technicians, and musicians and singers. Floral designers had the highest concentration of employees in this ESA.

Table #27

Castle Country ESA Creative Jobs by Occupation 2010-2011

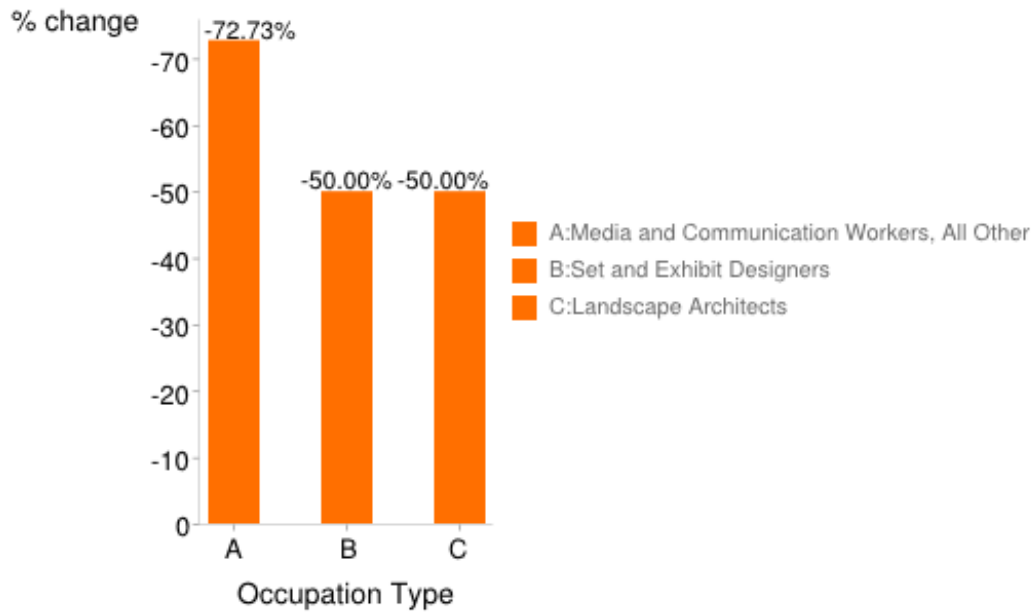
Regions: Carbon, Emery

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	4	4	0.00
Advertising and Promotions Managers	1	1	0.00
Agents and Business Managers of Artists, Performers, and Athletes	3	6	100.00
Architects, Except Landscape and Naval	4	8	100.00
Art Directors	8	14	75.00
Audio and Video Equipment Technicians	1	3	200.00
Broadcast Technicians	1	1	0.00
Camera Operators, Television, Video, and Motion Picture	1	1	0.00
Choreographers	1	1	0.00
Commercial and Industrial Designers	3	2	-33.33
Dancers	1	1	0.00
Directors, Religious Activities	1	1	0.00
Editors	5	6	20.00
Fashion Designers	2	1	-50.00
Film and Video Editors	0	0	0.00
Fine Artists including Painters, Sculptors, and Illustrators	9	6	-33.33
Floral Designers	19	17	-10.53
Graphic Designers	10	18	80.00
Interior Designers	3	2	-33.33
Landscape Architects	4	2	-50.00
Librarians	11	10	-9.09
Media and Communication Equipment Workers, All Other	1	1	0.00
Media and Communication Workers, All Other	11	3	-72.73
Multi-Media Artists and Animators	9	13	44.44
Music Directors and Composers	12	7	-41.67
Musical Instrument Repairers and Tuners	1	1	0.00
Musicians and Singers	12	36	200.00
Photographers	69	69	0.00
Producers and Directors	4	3	-25.00
Public Relations Managers	1	3	200.00
Public Relations Specialists	13	13	0.00
Radio and Television Announcers	4	7	75.00
Set and Exhibit Designers	2	1	-50.00
Sound Engineering Technicians	0	0	0.00
Technical Writers	3	2	-33.33
Writers and Authors	27	31	14.81
Total	261	295	13.03

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #50

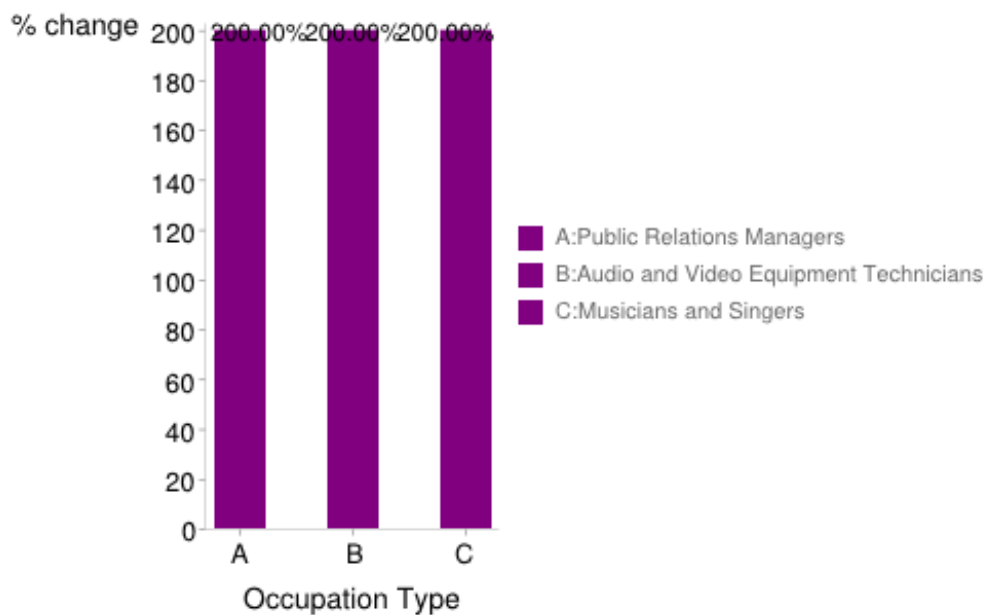
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #51

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Table #28

Castle Country ESA Creative Jobs by Location Quotient 2010-2011

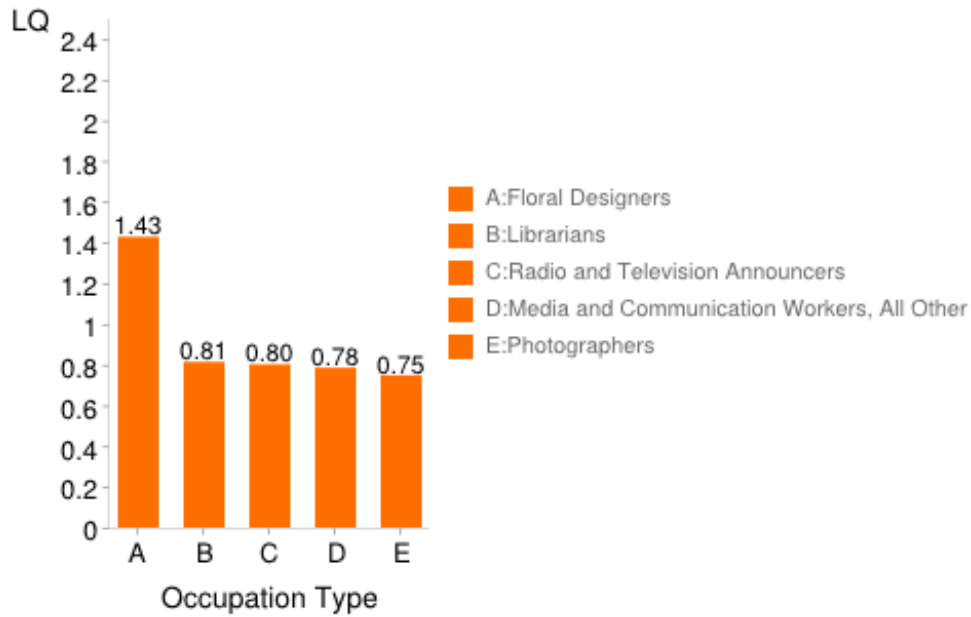
Regions: Carbon, Emery

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	0.52	0.67	0.39	0.48
Advertising and Promotions Managers	0.27	0.22	0.19	0.17
Agents and Business Managers of Artists, Performers, and Athletes	0.66	0.95	0.57	0.92
Architects, Except Landscape and Naval	0.34	0.53	0.28	0.47
Art Directors	0.64	0.70	0.58	0.69
Audio and Video Equipment Technicians	0.16	0.40	0.17	0.44
Broadcast Technicians	0.26	0.25	0.27	0.25
Camera Operators, Television, Video, and Motion Picture	0.39	0.36	0.36	0.32
Choreographers	0.63	0.65	0.39	0.43
Commercial and Industrial Designers	0.29	0.24	0.37	0.35
Dancers	0.36	0.42	0.48	0.57
Directors, Religious Activities	0.06	0.07	0.07	0.08
Editors	0.38	0.46	0.30	0.38
Fashion Designers	0.34	0.39	0.30	0.32
Film and Video Editors	0.00	0.00	0.00	0.00
Fine Artists including Painters, Sculptors, and Illustrators	0.75	0.90	0.79	0.96
Floral Designers	1.43	1.37	1.86	1.82
Graphic Designers	0.29	0.35	0.38	0.45
Interior Designers	0.29	0.23	0.30	0.23
Landscape Architects	0.74	0.80	0.67	0.65
Librarians	0.81	0.80	0.65	0.63
Media and Communication Equipment Workers, All Other	0.45	0.49	0.43	0.46
Media and Communication Workers, All Other	0.78	0.54	0.76	0.44
Multi-Media Artists and Animators	0.71	0.66	0.67	0.69
Music Directors and Composers	0.51	0.46	0.52	0.50
Musical Instrument Repairers and Tuners	0.69	0.93	0.71	0.98
Musicians and Singers	0.42	0.70	0.43	0.73
Photographers	0.75	0.66	0.82	0.75
Producers and Directors	0.33	0.31	0.29	0.25
Public Relations Managers	0.19	0.55	0.16	0.45
Public Relations Specialists	0.37	0.35	0.43	0.41
Radio and Television Announcers	0.80	0.78	0.75	0.79
Set and Exhibit Designers	0.19	0.17	0.34	0.56
Sound Engineering Technicians	0.00	0.00	0.00	0.00
Technical Writers	0.32	0.23	0.49	0.38
Writers and Authors	0.70	0.73	0.67	0.74

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #52

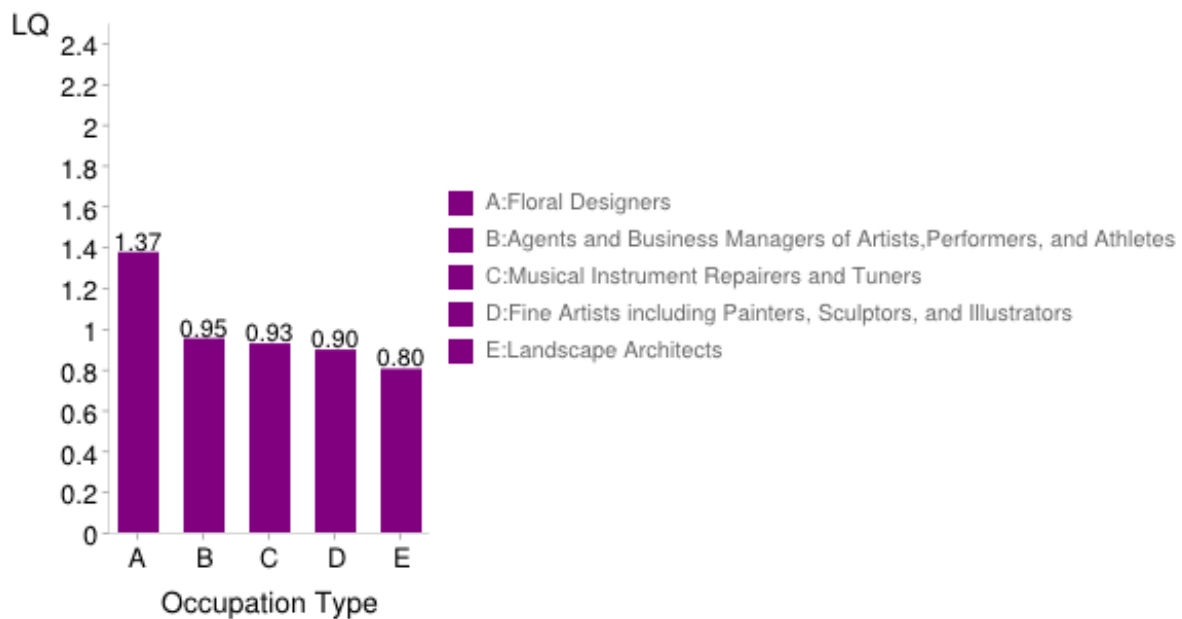
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #53

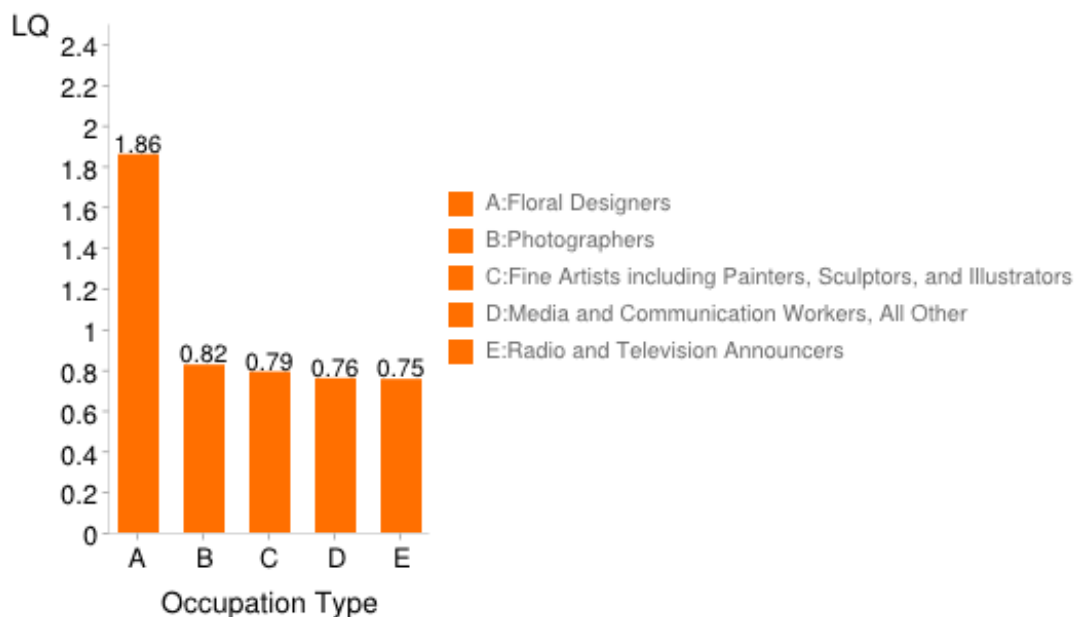
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #54

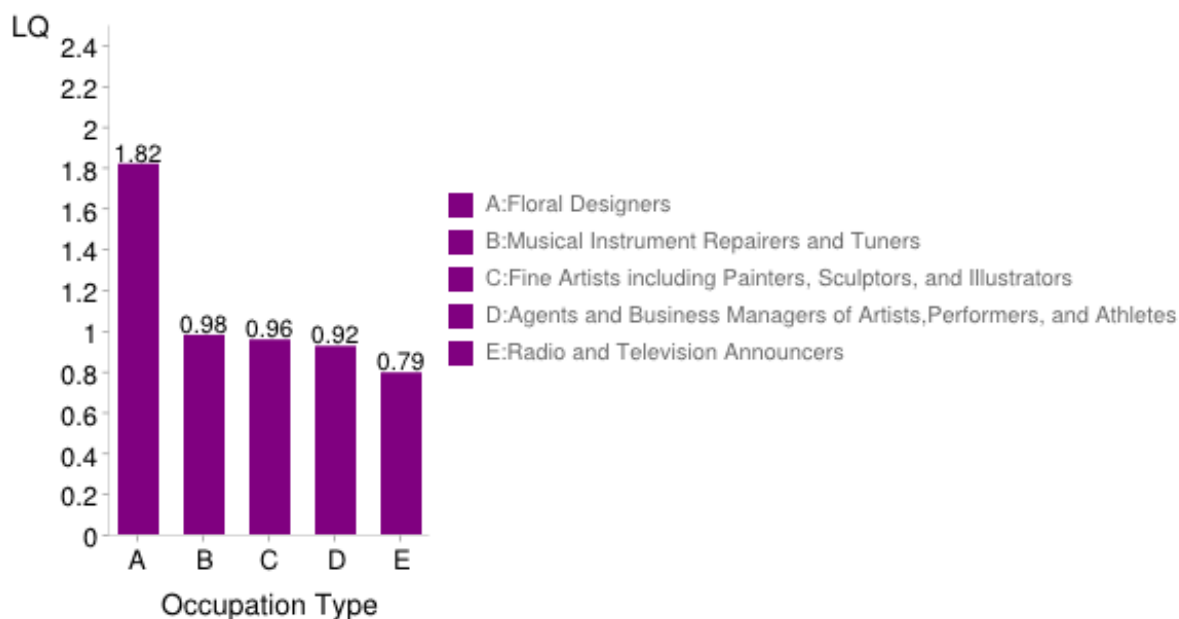
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #55

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Central Utah ESA Occupational Information

Between 2010 and 2011, this region had a job growth rate of 5.60%, due to the creation of 28 new creative jobs. In 2011, this ESA had an index value of 0.53, with 528 individuals employed within the creative economy. Among the fastest growing creative occupations in this ESA were radio and television announcers, broadcast technicians, and musicians and singers. However, some occupations, such as set and exhibit designers and landscape architects, lost jobs. Librarians and floral designers had the top location quotients within this region.

Table #29
Central Utah ESA Creative Jobs by Occupation 2010-2011

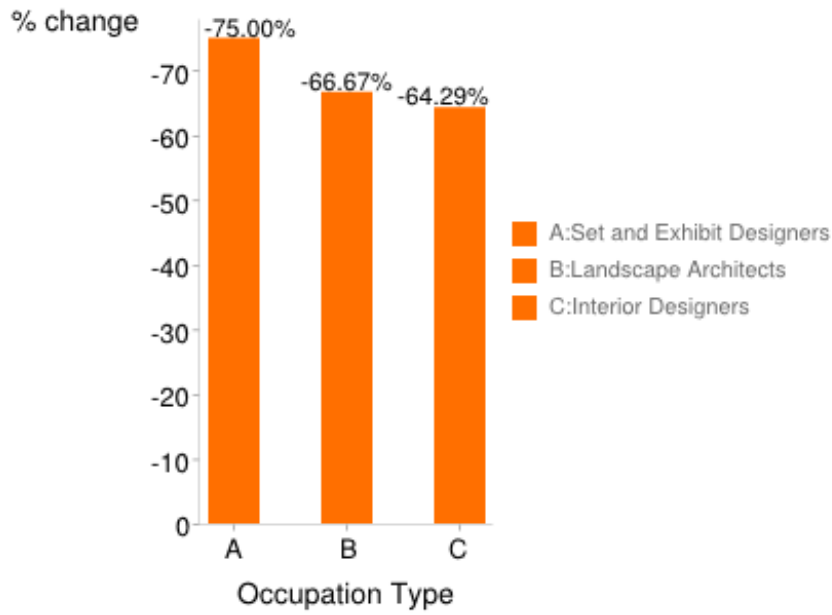
Regions: Millard, Piute, Sanpete, Sevier, Wayne

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	9	6	-33.33
Advertising and Promotions Managers	2	3	50.00
Agents and Business Managers of Artists, Performers, and Athletes	6	9	50.00
Architects, Except Landscape and Naval	10	17	70.00
Art Directors	17	26	52.94
Audio and Video Equipment Technicians	3	4	33.33
Broadcast Technicians	1	2	100.00
Camera Operators, Television, Video, and Motion Picture	2	2	0.00
Choreographers	2	2	0.00
Commercial and Industrial Designers	9	5	-44.44
Dancers	2	2	0.00
Directors, Religious Activities	0	1	0.00
Editors	13	10	-23.08
Fashion Designers	7	3	-57.14
Film and Video Editors	2	2	0.00
Fine Artists including Painters, Sculptors, and Illustrators	19	10	-47.37
Floral Designers	23	30	30.43
Graphic Designers	27	29	7.41
Interior Designers	14	5	-64.29
Landscape Architects	9	3	-66.67
Librarians	35	31	-11.43
Media and Communication Equipment Workers, All Other	2	2	0.00
Media and Communication Workers, All Other	16	7	-56.25
Multi-Media Artists and Animators	18	29	61.11
Music Directors and Composers	23	12	-47.83
Musical Instrument Repairers and Tuners	4	2	-50.00
Musicians and Singers	23	59	156.52
Photographers	100	109	9.00
Producers and Directors	9	5	-44.44
Public Relations Managers	3	4	33.33
Public Relations Specialists	21	21	0.00
Radio and Television Announcers	3	10	233.33
Set and Exhibit Designers	8	2	-75.00
Sound Engineering Technicians	0	0	0.00
Technical Writers	3	3	0.00
Writers and Authors	55	61	10.91
Total	500	528	5.60

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #56

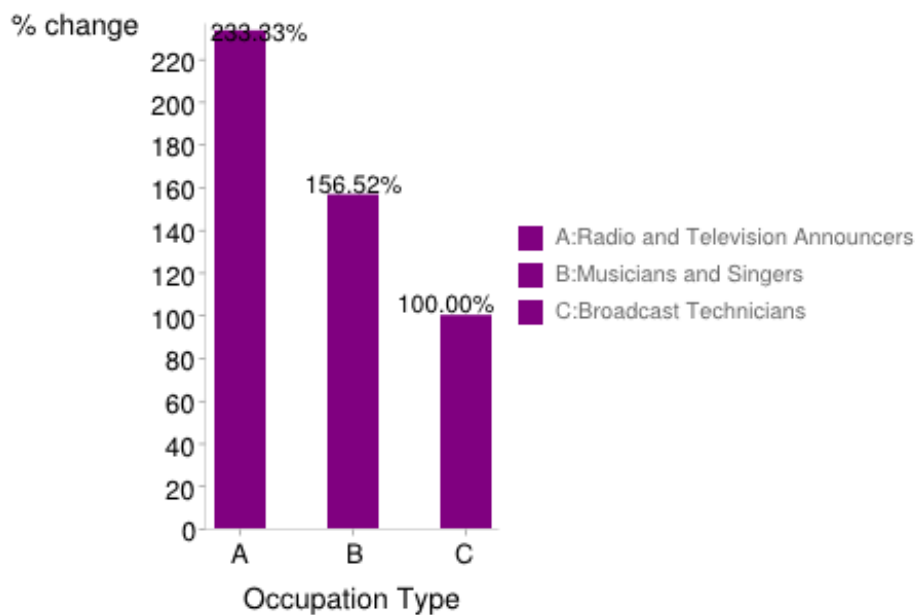
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #57

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Table #30
Central Utah ESA Creative Jobs by Location Quotient 2010-2011

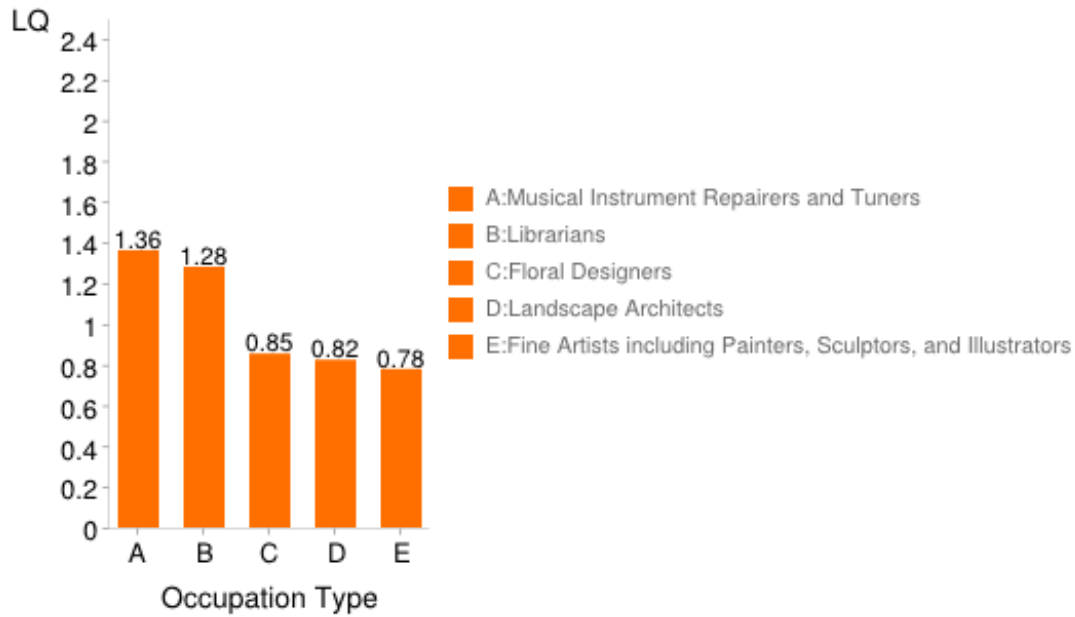
Regions: Millard, Piute, Sanpete, Sevier, Wayne

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	0.58	0.49	0.43	0.35
Advertising and Promotions Managers	0.27	0.33	0.19	0.25
Agents and Business Managers of Artists, Performers, and Athletes	0.65	0.70	0.57	0.68
Architects, Except Landscape and Naval	0.42	0.55	0.35	0.49
Art Directors	0.68	0.64	0.61	0.63
Audio and Video Equipment Technicians	0.23	0.26	0.26	0.29
Broadcast Technicians	0.13	0.25	0.14	0.24
Camera Operators, Television, Video, and Motion Picture	0.38	0.35	0.36	0.31
Choreographers	0.63	0.64	0.38	0.42
Commercial and Industrial Designers	0.43	0.29	0.55	0.43
Dancers	0.36	0.41	0.48	0.55
Directors, Religious Activities	0.00	0.04	0.00	0.04
Editors	0.48	0.38	0.39	0.31
Fashion Designers	0.59	0.57	0.52	0.47
Film and Video Editors	0.37	0.40	0.35	0.35
Fine Artists including Painters, Sculptors, and Illustrators	0.78	0.73	0.83	0.78
Floral Designers	0.85	1.19	1.11	1.57
Graphic Designers	0.38	0.28	0.50	0.36
Interior Designers	0.67	0.28	0.70	0.29
Landscape Architects	0.82	0.59	0.75	0.48
Librarians	1.28	1.22	1.03	0.95
Media and Communication Equipment Workers, All Other	0.44	0.48	0.42	0.45
Media and Communication Workers, All Other	0.56	0.62	0.55	0.50
Multi-Media Artists and Animators	0.70	0.73	0.66	0.76
Music Directors and Composers	0.48	0.39	0.49	0.42
Musical Instrument Repairers and Tuners	1.36	0.91	1.40	0.96
Musicians and Singers	0.40	0.57	0.41	0.58
Photographers	0.54	0.51	0.59	0.58
Producers and Directors	0.36	0.25	0.32	0.21
Public Relations Managers	0.28	0.36	0.24	0.29
Public Relations Specialists	0.30	0.28	0.34	0.33
Radio and Television Announcers	0.30	0.54	0.28	0.56
Set and Exhibit Designers	0.38	0.17	0.67	0.55
Sound Engineering Technicians	0.00	0.00	0.00	0.00
Technical Writers	0.16	0.17	0.24	0.28
Writers and Authors	0.71	0.70	0.68	0.72

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #58

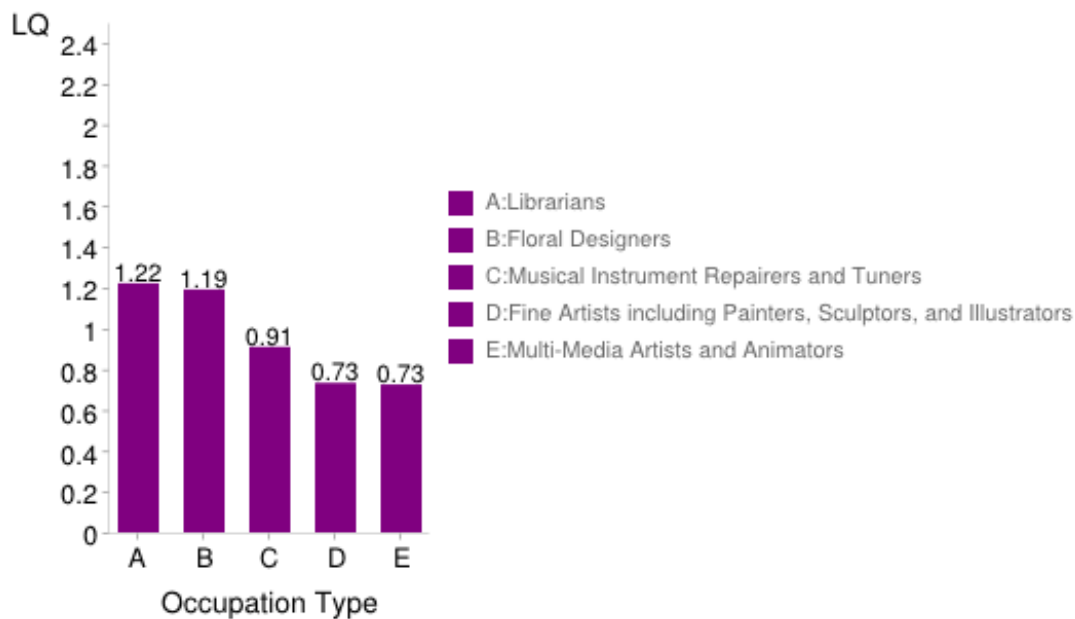
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #59

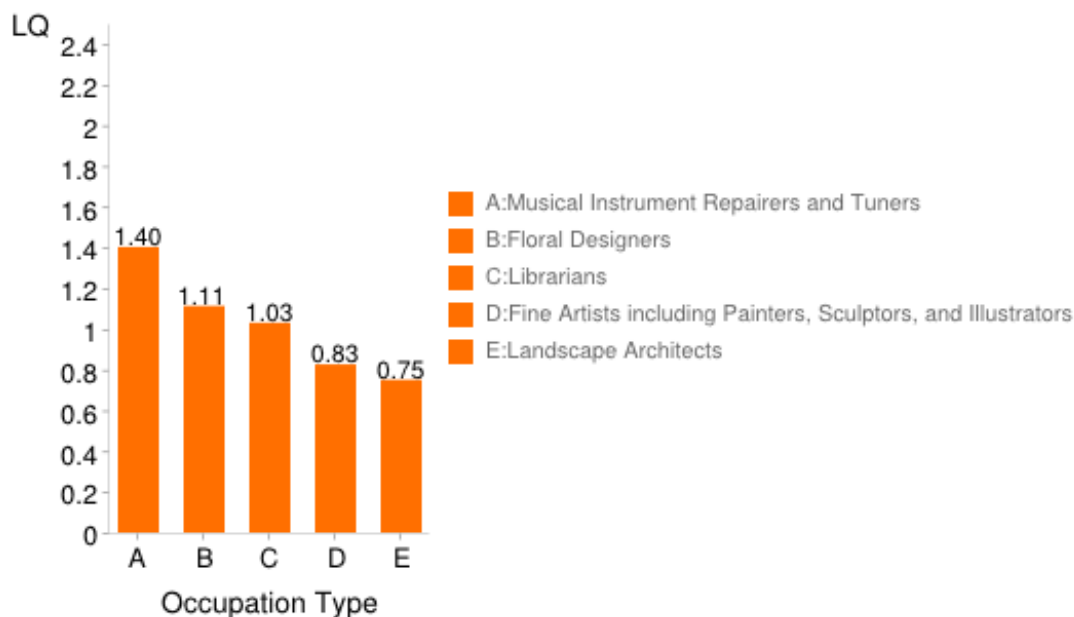
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #60

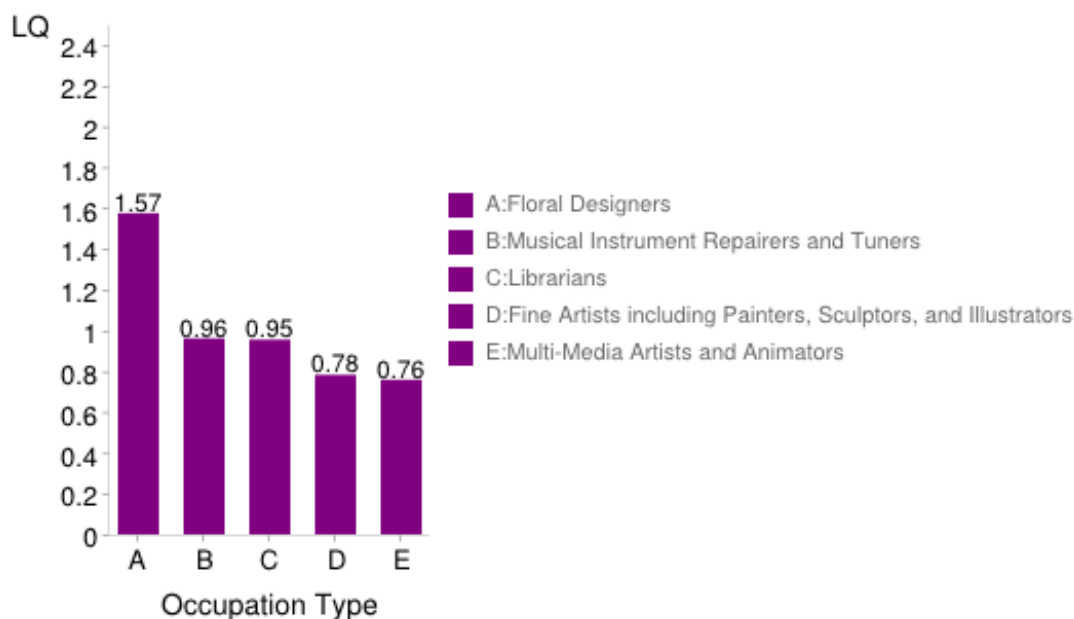
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #61

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Mountainland ESA Occupational Information

There were 1,050 new creative jobs created in this region between 2010 and 2011, resulting in a job growth rate of 11.56%. In 2011, the ESA had 10,135 jobs within highly creative occupations, which had an index value of 1.10. Overall increases in the number of musicians and singers, radio and television announcers, and art directors contributed to the region's positive job growth rate. However, some occupations, such as landscape architects and fashion designers, lost jobs. Choreographers and film and video editors had the highest concentration of creative employees within the Mountainland ESA.

Table #31
Mountainland ESA Creative Jobs by Occupation 2010-2011

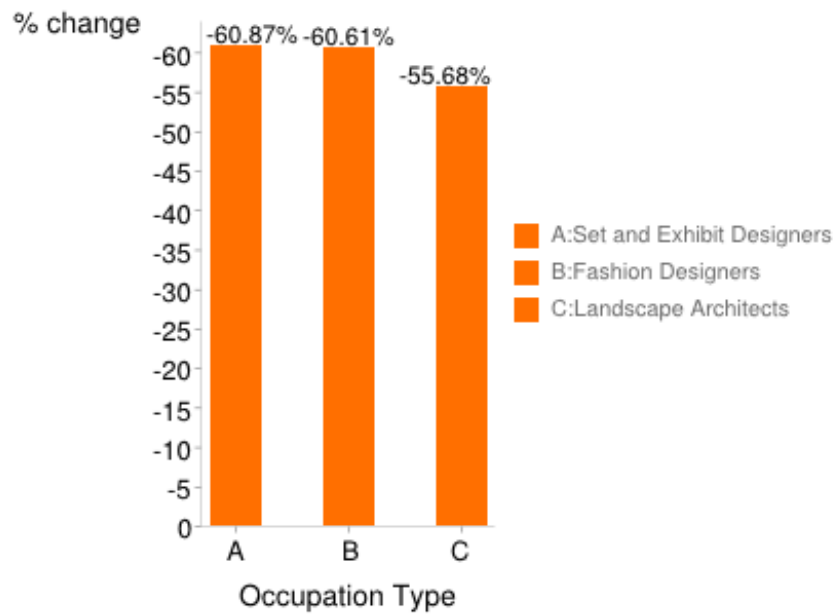
Regions: Juab, Summit, Utah, Wasatch

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	152	112	-26.32
Advertising and Promotions Managers	65	83	27.69
Agents and Business Managers of Artists, Performers, and Athletes	92	128	39.13
Architects, Except Landscape and Naval	149	220	47.65
Art Directors	259	435	67.95
Audio and Video Equipment Technicians	72	107	48.61
Broadcast Technicians	33	49	48.48
Camera Operators, Television, Video, and Motion Picture	58	68	17.24
Choreographers	41	46	12.20
Commercial and Industrial Designers	179	126	-29.61
Dancers	61	55	-9.84
Directors, Religious Activities	9	7	-22.22
Editors	248	248	0.00
Fashion Designers	132	52	-60.61
Film and Video Editors	71	71	0.00
Fine Artists including Painters, Sculptors, and Illustrators	280	161	-42.50
Floral Designers	273	223	-18.32
Graphic Designers	665	1,043	56.84
Interior Designers	248	207	-16.53
Landscape Architects	88	39	-55.68
Librarians	367	342	-6.81
Media and Communication Equipment Workers, All Other	37	34	-8.11
Media and Communication Workers, All Other	311	140	-54.98
Multi-Media Artists and Animators	284	450	58.45
Music Directors and Composers	339	177	-47.79
Musical Instrument Repairers and Tuners	21	17	-19.05
Musicians and Singers	372	881	136.83
Photographers	1,976	2,333	18.07
Producers and Directors	301	245	-18.60
Public Relations Managers	50	52	4.00
Public Relations Specialists	582	638	9.62
Radio and Television Announcers	49	170	246.94
Set and Exhibit Designers	161	63	-60.87
Sound Engineering Technicians	33	31	-6.06
Technical Writers	171	159	-7.02
Writers and Authors	856	923	7.83
Total	9,085	10,135	11.56

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #62

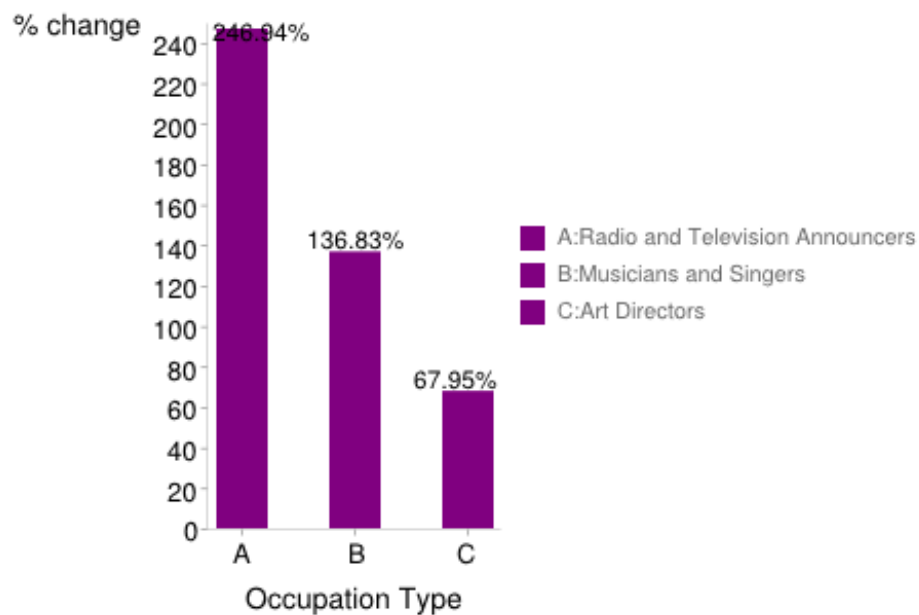
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #63

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Table #32

Mountainland ESA Creative Jobs by Location Quotient 2010-2011

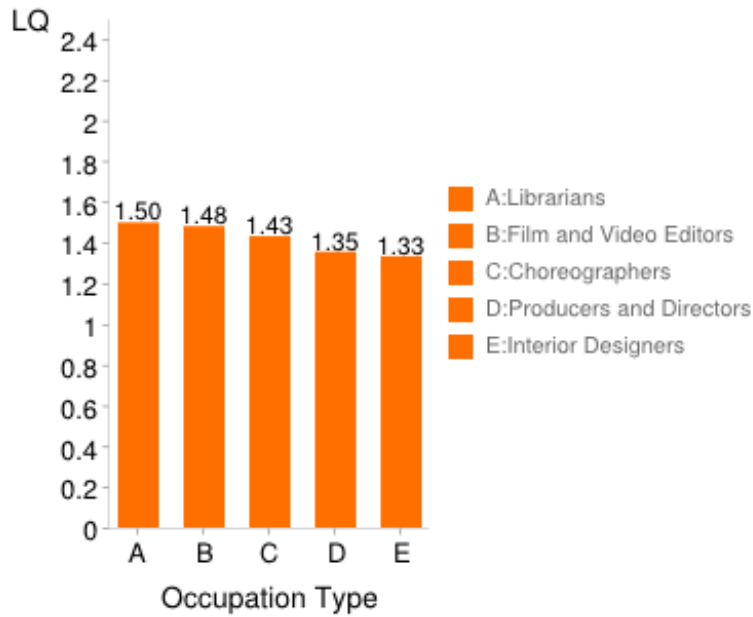
Regions: Juab, Summit, Utah, Wasatch

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	1.09	1.00	0.82	0.71
Advertising and Promotions Managers	0.97	1.00	0.69	0.76
Agents and Business Managers of Artists, Performers, and Athletes	1.11	1.09	0.97	1.06
Architects, Except Landscape and Naval	0.70	0.78	0.58	0.69
Art Directors	1.15	1.16	1.03	1.15
Audio and Video Equipment Technicians	0.62	0.77	0.69	0.85
Broadcast Technicians	0.48	0.66	0.50	0.65
Camera Operators, Television, Video, and Motion Picture	1.24	1.32	1.15	1.16
Choreographers	1.43	1.61	0.88	1.05
Commercial and Industrial Designers	0.95	0.80	1.23	1.19
Dancers	1.22	1.23	1.62	1.66
Directors, Religious Activities	0.03	0.03	0.04	0.03
Editors	1.03	1.02	0.83	0.85
Fashion Designers	1.23	1.08	1.09	0.90
Film and Video Editors	1.48	1.53	1.39	1.37
Fine Artists including Painters, Sculptors, and Illustrators	1.28	1.29	1.36	1.37
Floral Designers	1.13	0.97	1.47	1.28
Graphic Designers	1.06	1.09	1.39	1.40
Interior Designers	1.33	1.27	1.39	1.29
Landscape Architects	0.90	0.84	0.82	0.68
Librarians	1.50	1.47	1.21	1.15
Media and Communication Equipment Workers, All Other	0.92	0.90	0.87	0.84
Media and Communication Workers, All Other	1.22	1.35	1.18	1.10
Multi-Media Artists and Animators	1.23	1.23	1.16	1.28
Music Directors and Composers	0.79	0.63	0.81	0.67
Musical Instrument Repairers and Tuners	0.80	0.84	0.82	0.89
Musicians and Singers	0.71	0.92	0.74	0.95
Photographers	1.18	1.19	1.30	1.36
Producers and Directors	1.35	1.34	1.19	1.10
Public Relations Managers	0.52	0.51	0.44	0.42
Public Relations Specialists	0.91	0.92	1.06	1.08
Radio and Television Announcers	0.54	1.01	0.51	1.03
Set and Exhibit Designers	0.85	0.59	1.51	1.88
Sound Engineering Technicians	1.10	1.13	0.85	0.79
Technical Writers	1.01	0.98	1.55	1.61
Writers and Authors	1.22	1.16	1.17	1.18

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #64

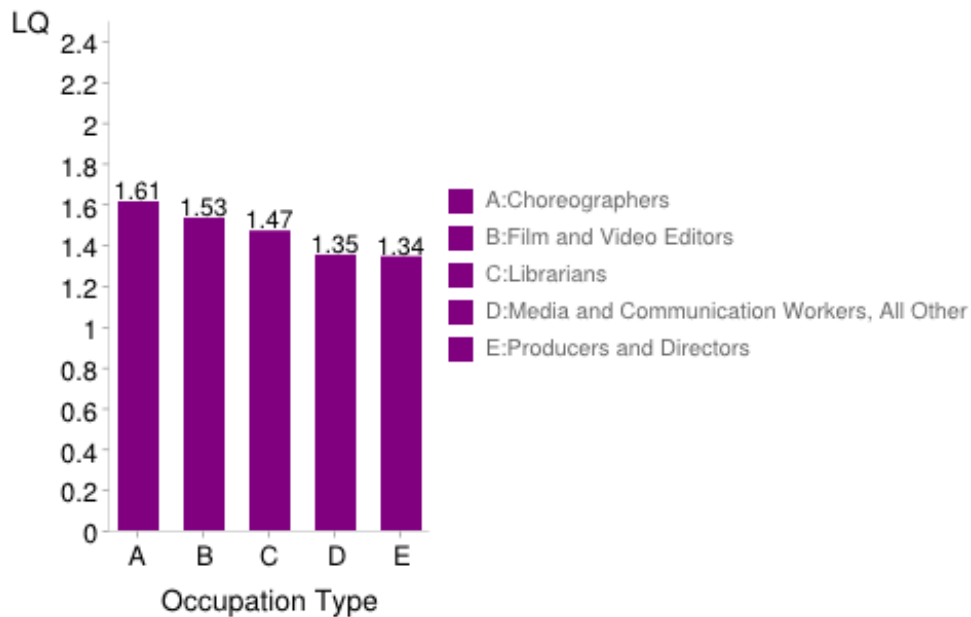
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #65

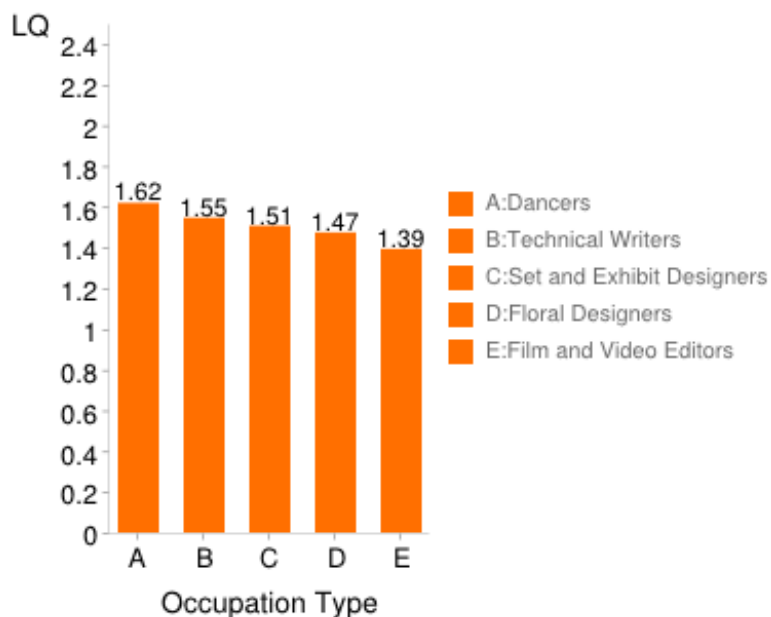
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #66

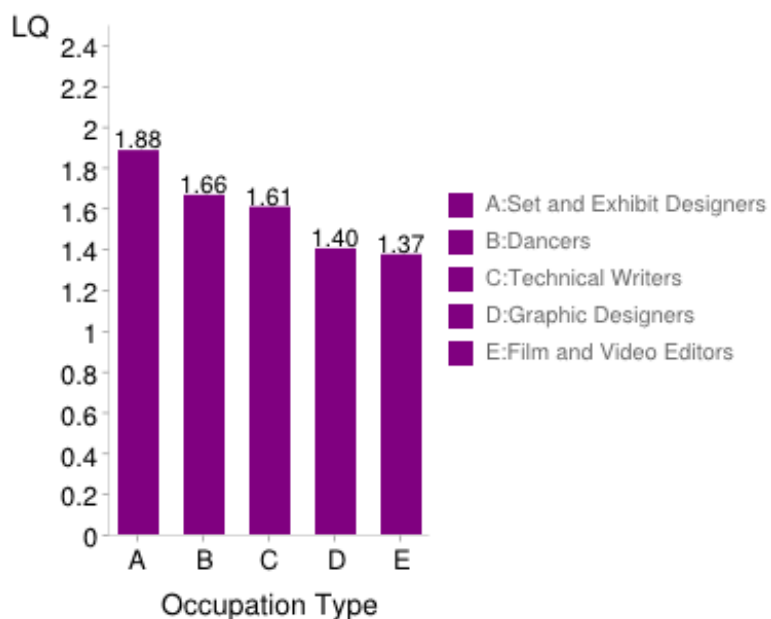
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #67

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Southeast ESA Occupational Information

This region had 310 creative jobs and an index value of 0.84 in 2011. From 2010 to 2011, the creation of 17 new jobs linked to the creative economy contributed to the growth of creative occupations in this region at a rate of 5.80%. In 2011, this ESA experienced job loss within some occupations, such as musical instrument repairers and tuners, and media and communication workers. Audio and video equipment technicians and musicians and singers experienced considerable job growth. The two highest location quotients went to choreographers and fashion designers in 2011.

Table #33
Southeast ESA Creative Jobs by Occupation 2010-2011

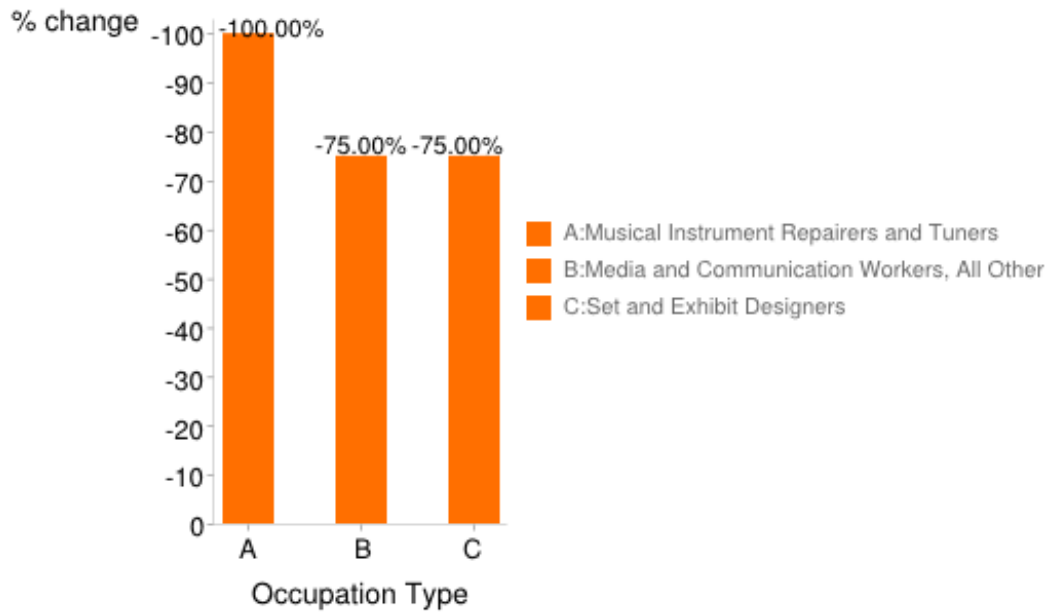
Regions: Grand, San Juan

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	6	5	-16.67
Advertising and Promotions Managers	1	1	0.00
Agents and Business Managers of Artists, Performers, and Athletes	3	5	66.67
Architects, Except Landscape and Naval	11	13	18.18
Art Directors	9	15	66.67
Audio and Video Equipment Technicians	1	3	200.00
Broadcast Technicians	1	1	0.00
Camera Operators, Television, Video, and Motion Picture	1	1	0.00
Choreographers	2	2	0.00
Commercial and Industrial Designers	4	2	-50.00
Dancers	2	2	0.00
Directors, Religious Activities	1	1	0.00
Editors	7	6	-14.29
Fashion Designers	4	3	-25.00
Film and Video Editors	1	1	0.00
Fine Artists including Painters, Sculptors, and Illustrators	10	5	-50.00
Floral Designers	8	8	0.00
Graphic Designers	9	18	100.00
Interior Designers	5	3	-40.00
Landscape Architects	4	2	-50.00
Librarians	9	8	-11.11
Media and Communication Equipment Workers, All Other	1	1	0.00
Media and Communication Workers, All Other	12	3	-75.00
Multi-Media Artists and Animators	10	16	60.00
Music Directors and Composers	14	8	-42.86
Musical Instrument Repairers and Tuners	1	0	-100.00
Musicians and Singers	15	40	166.67
Photographers	82	76	-7.32
Producers and Directors	5	4	-20.00
Public Relations Managers	2	3	50.00
Public Relations Specialists	10	10	0.00
Radio and Television Announcers	4	5	25.00
Set and Exhibit Designers	4	1	-75.00
Sound Engineering Technicians	0	0	0.00
Technical Writers	2	1	-50.00
Writers and Authors	32	37	15.63
Total	293	310	5.80

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #68

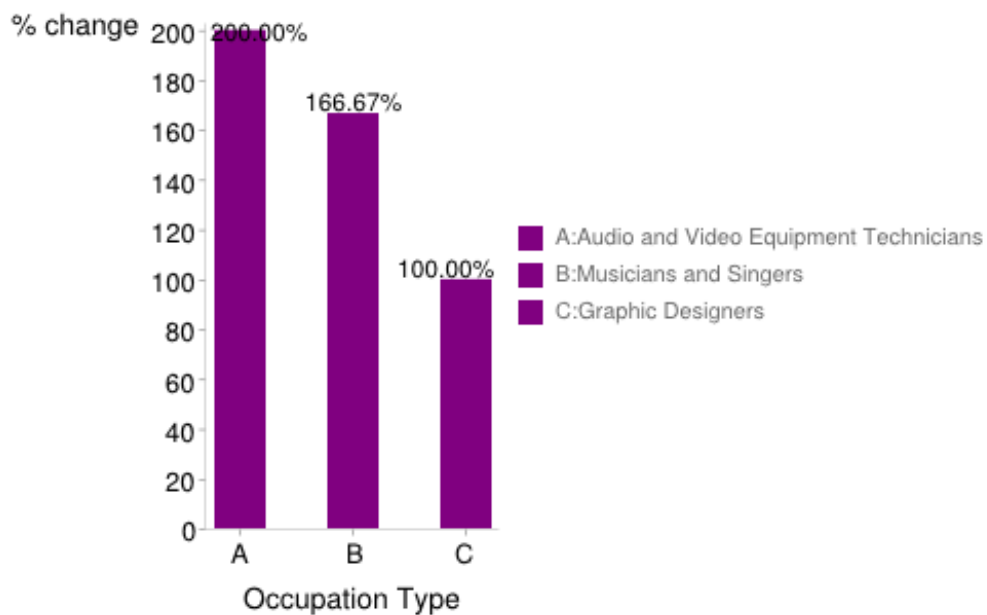
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #69

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Table #34

Southeast ESA Creative Jobs by Location Quotient 2010-2011

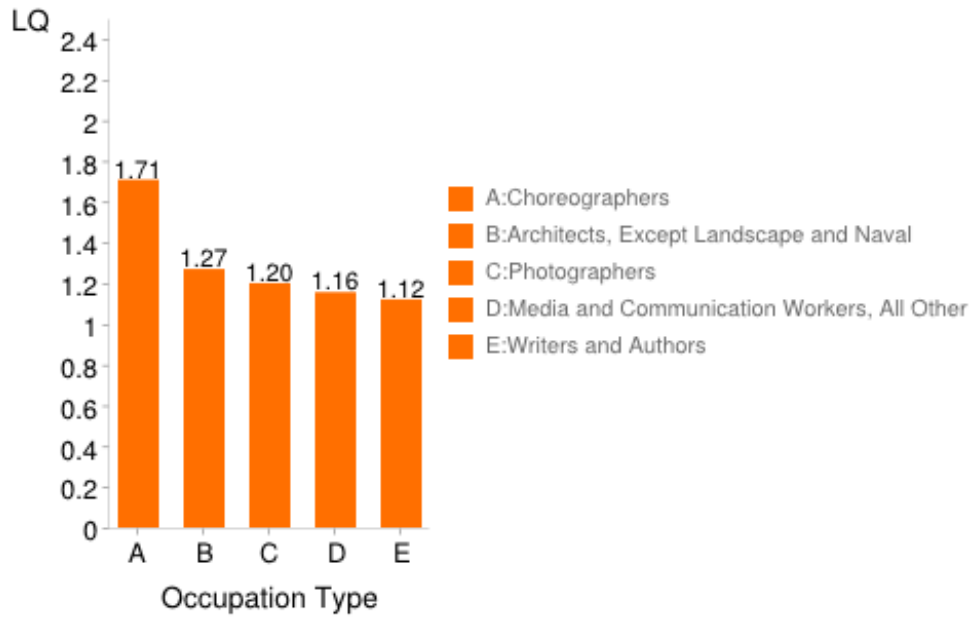
Regions: Grand, San Juan

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	1.05	1.12	0.79	0.80
Advertising and Promotions Managers	0.37	0.30	0.26	0.23
Agents and Business Managers of Artists, Performers, and Athletes	0.89	1.06	0.77	1.03
Architects, Except Landscape and Naval	1.27	1.16	1.04	1.02
Art Directors	0.98	1.00	0.88	0.99
Audio and Video Equipment Technicians	0.21	0.54	0.24	0.59
Broadcast Technicians	0.36	0.34	0.37	0.33
Camera Operators, Television, Video, and Motion Picture	0.52	0.48	0.49	0.43
Choreographers	1.71	1.75	1.05	1.14
Commercial and Industrial Designers	0.52	0.32	0.67	0.47
Dancers	0.98	1.12	1.30	1.51
Directors, Religious Activities	0.09	0.10	0.10	0.11
Editors	0.71	0.62	0.58	0.51
Fashion Designers	0.92	1.56	0.81	1.30
Film and Video Editors	0.51	0.54	0.48	0.48
Fine Artists including Painters, Sculptors, and Illustrators	1.12	1.00	1.19	1.07
Floral Designers	0.81	0.87	1.06	1.15
Graphic Designers	0.35	0.47	0.46	0.61
Interior Designers	0.66	0.46	0.69	0.47
Landscape Architects	1.00	1.08	0.91	0.88
Librarians	0.90	0.86	0.72	0.67
Media and Communication Equipment Workers, All Other	0.61	0.66	0.58	0.62
Media and Communication Workers, All Other	1.16	0.72	1.12	0.59
Multi-Media Artists and Animators	1.06	1.09	1.00	1.14
Music Directors and Composers	0.80	0.71	0.81	0.76
Musical Instrument Repairers and Tuners	0.93	0.00	0.96	0.00
Musicians and Singers	0.71	1.05	0.73	1.08
Photographers	1.20	0.97	1.32	1.11
Producers and Directors	0.55	0.55	0.49	0.45
Public Relations Managers	0.51	0.73	0.43	0.60
Public Relations Specialists	0.38	0.36	0.45	0.42
Radio and Television Announcers	1.08	0.74	1.02	0.76
Set and Exhibit Designers	0.52	0.23	0.92	0.75
Sound Engineering Technicians	0.00	0.00	0.00	0.00
Technical Writers	0.29	0.15	0.44	0.25
Writers and Authors	1.12	1.16	1.07	1.19

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #70

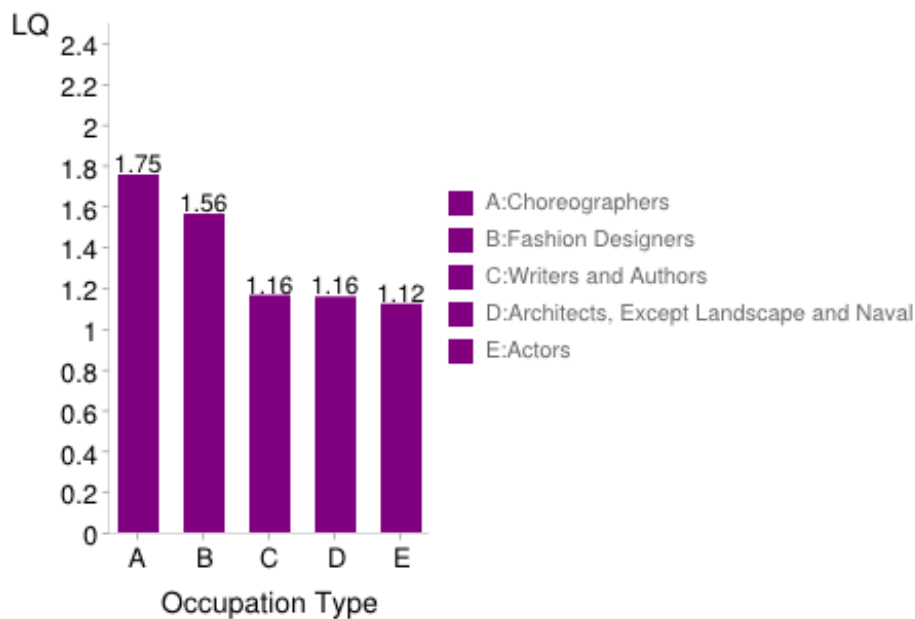
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #71

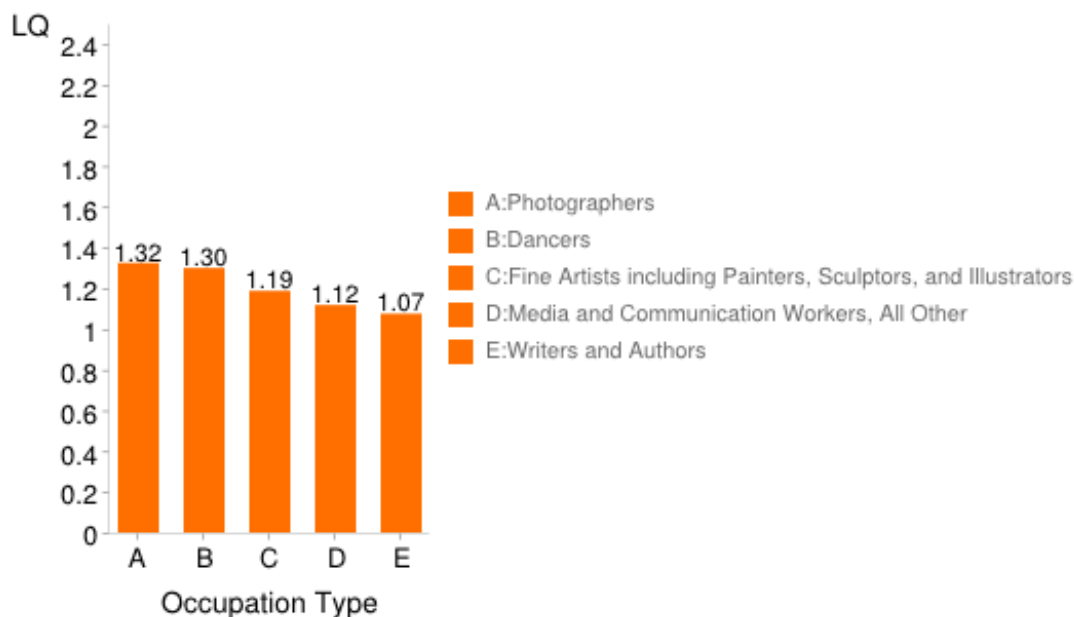
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #72

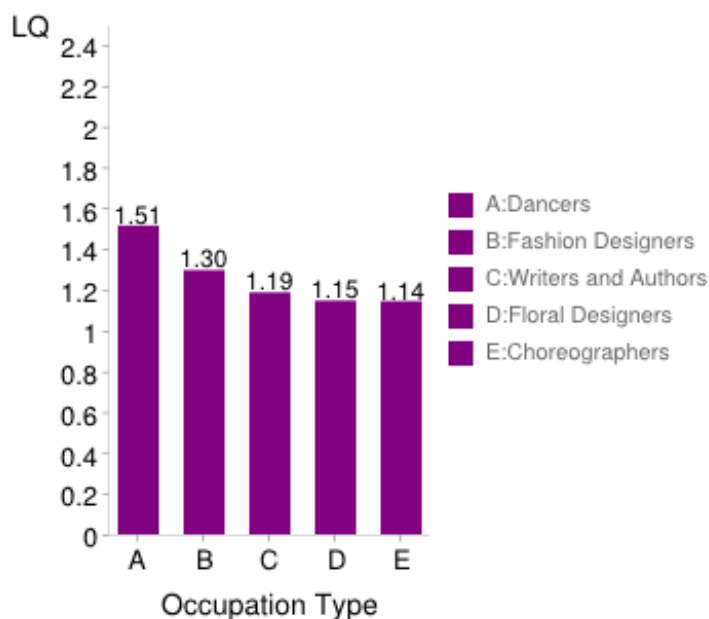
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #73

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Southwest ESA Occupational Information

Between 2010 and 2011, this area generated 236 new creative jobs at a growth rate of 11.6%. In 2011, this ESA had 2,269 jobs within highly creative occupations and had an index value of 0.71. Set and exhibit designers and media and communication workers experienced significant job loss rates, while musicians and singers and radio and television announcers experienced gains in the number of jobs within these occupations. Radio and television announcers, librarians, and musical instrument repairers and tuners had the highest location quotients of all the occupations measured by the CVI™ within the Southwest ESA.

Table# 35
Southwest ESA Creative Jobs by Occupation 2010-2011

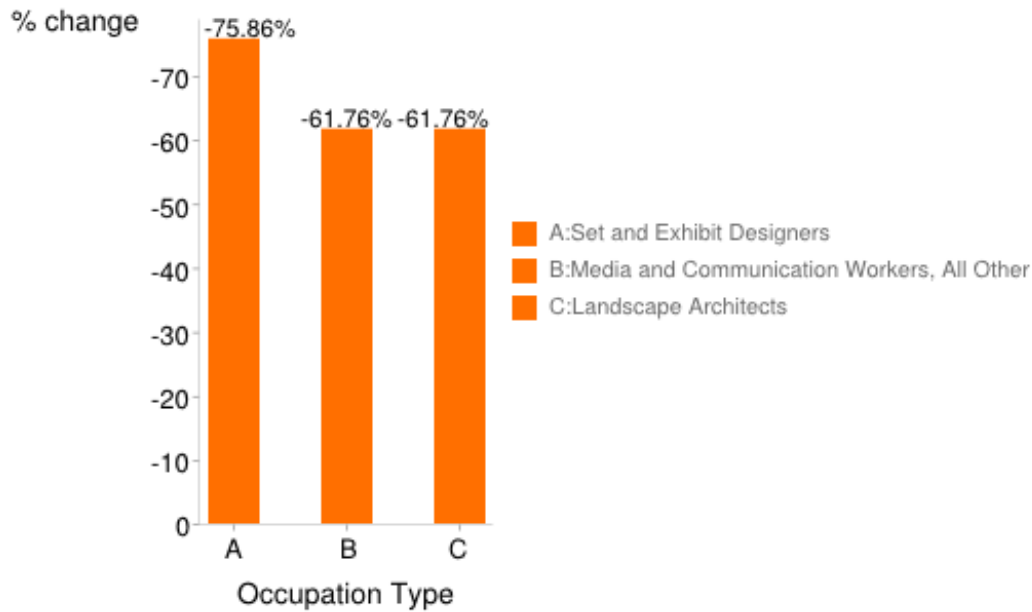
Regions: Beaver, Garfield, Iron, Kane, Washington

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	30	23	-23.33
Advertising and Promotions Managers	15	19	26.67
Agents and Business Managers of Artists, Performers, and Athletes	28	40	42.86
Architects, Except Landscape and Naval	46	73	58.70
Art Directors	59	99	67.80
Audio and Video Equipment Technicians	13	19	46.15
Broadcast Technicians	8	8	0.00
Camera Operators, Television, Video, and Motion Picture	15	10	-33.33
Choreographers	6	6	0.00
Commercial and Industrial Designers	35	22	-37.14
Dancers	15	11	-26.67
Directors, Religious Activities	7	6	-14.29
Editors	49	48	-2.04
Fashion Designers	28	11	-60.71
Film and Video Editors	10	6	-40.00
Fine Artists including Painters, Sculptors, and Illustrators	64	34	-46.88
Floral Designers	66	75	13.64
Graphic Designers	145	213	46.90
Interior Designers	45	35	-22.22
Landscape Architects	34	13	-61.76
Librarians	94	85	-9.57
Media and Communication Equipment Workers, All Other	9	8	-11.11
Media and Communication Workers, All Other	68	26	-61.76
Multi-Media Artists and Animators	64	107	67.19
Music Directors and Composers	75	38	-49.33
Musical Instrument Repairers and Tuners	10	7	-30.00
Musicians and Singers	78	196	151.28
Photographers	435	526	20.92
Producers and Directors	34	26	-23.53
Public Relations Managers	13	12	-7.69
Public Relations Specialists	141	145	2.84
Radio and Television Announcers	45	82	82.22
Set and Exhibit Designers	29	7	-75.86
Sound Engineering Technicians	4	3	-25.00
Technical Writers	21	17	-19.05
Writers and Authors	195	213	9.23
Total	2,033	2,269	11.61

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #74

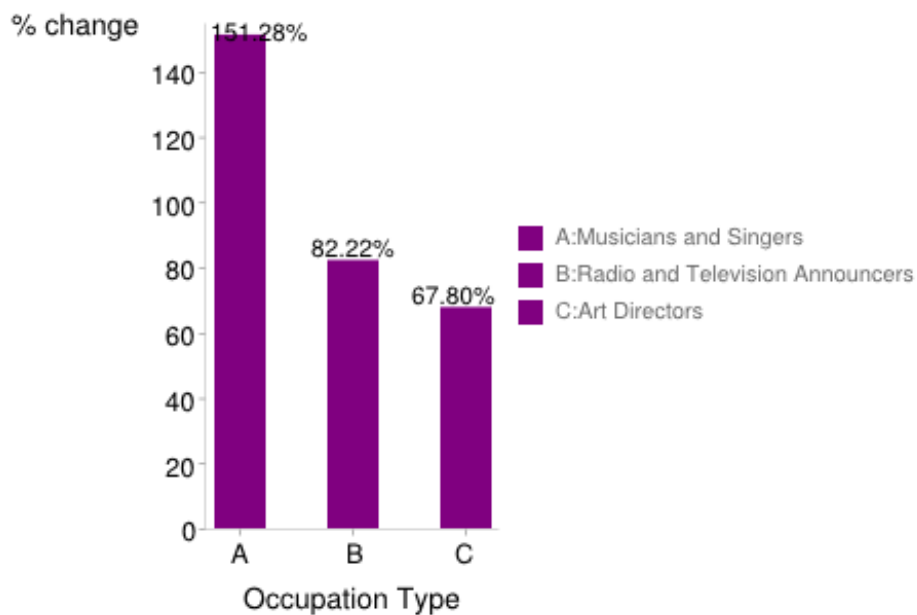
Top 3 Negative % Change by Occupation, 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #75

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Table #36
Southwest ESA Creative Jobs by Location Quotient 2010-2011

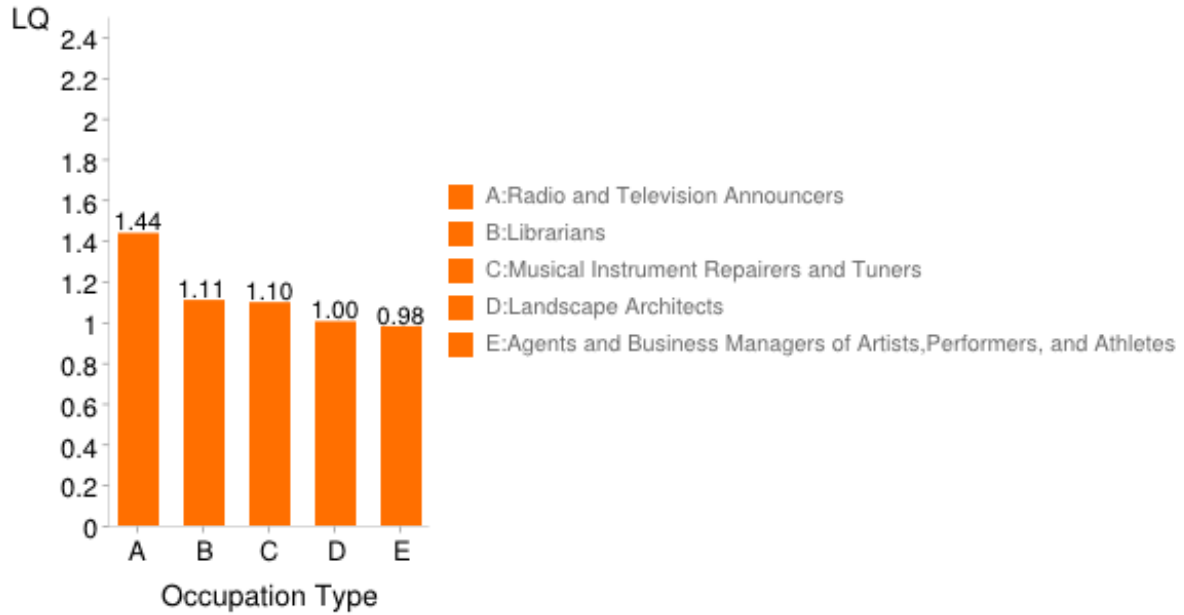
Regions: Beaver, Garfield, Iron, Kane, Washington

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	0.62	0.59	0.47	0.42
Advertising and Promotions Managers	0.65	0.66	0.46	0.50
Agents and Business Managers of Artists, Performers, and Athletes	0.98	0.98	0.85	0.95
Architects, Except Landscape and Naval	0.63	0.75	0.51	0.66
Art Directors	0.76	0.76	0.68	0.76
Audio and Video Equipment Technicians	0.32	0.39	0.36	0.43
Broadcast Technicians	0.34	0.31	0.35	0.31
Camera Operators, Television, Video, and Motion Picture	0.93	0.56	0.86	0.49
Choreographers	0.60	0.61	0.37	0.40
Commercial and Industrial Designers	0.54	0.40	0.69	0.60
Dancers	0.87	0.71	1.15	0.96
Directors, Religious Activities	0.07	0.07	0.08	0.08
Editors	0.59	0.57	0.48	0.47
Fashion Designers	0.76	0.66	0.67	0.55
Film and Video Editors	0.60	0.37	0.57	0.33
Fine Artists including Painters, Sculptors, and Illustrators	0.85	0.78	0.90	0.84
Floral Designers	0.79	0.94	1.03	1.24
Graphic Designers	0.67	0.64	0.87	0.83
Interior Designers	0.70	0.62	0.73	0.63
Landscape Architects	1.00	0.81	0.91	0.66
Librarians	1.11	1.05	0.89	0.82
Media and Communication Equipment Workers, All Other	0.64	0.61	0.61	0.57
Media and Communication Workers, All Other	0.77	0.72	0.75	0.59
Multi-Media Artists and Animators	0.80	0.84	0.76	0.88
Music Directors and Composers	0.50	0.39	0.51	0.42
Musical Instrument Repairers and Tuners	1.10	1.00	1.13	1.06
Musicians and Singers	0.43	0.59	0.45	0.61
Photographers	0.75	0.77	0.83	0.88
Producers and Directors	0.44	0.41	0.39	0.34
Public Relations Managers	0.39	0.34	0.33	0.28
Public Relations Specialists	0.64	0.60	0.74	0.71
Radio and Television Announcers	1.44	1.40	1.35	1.44
Set and Exhibit Designers	0.44	0.19	0.78	0.60
Sound Engineering Technicians	0.39	0.32	0.30	0.22
Technical Writers	0.36	0.30	0.55	0.50
Writers and Authors	0.81	0.77	0.77	0.79

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #76

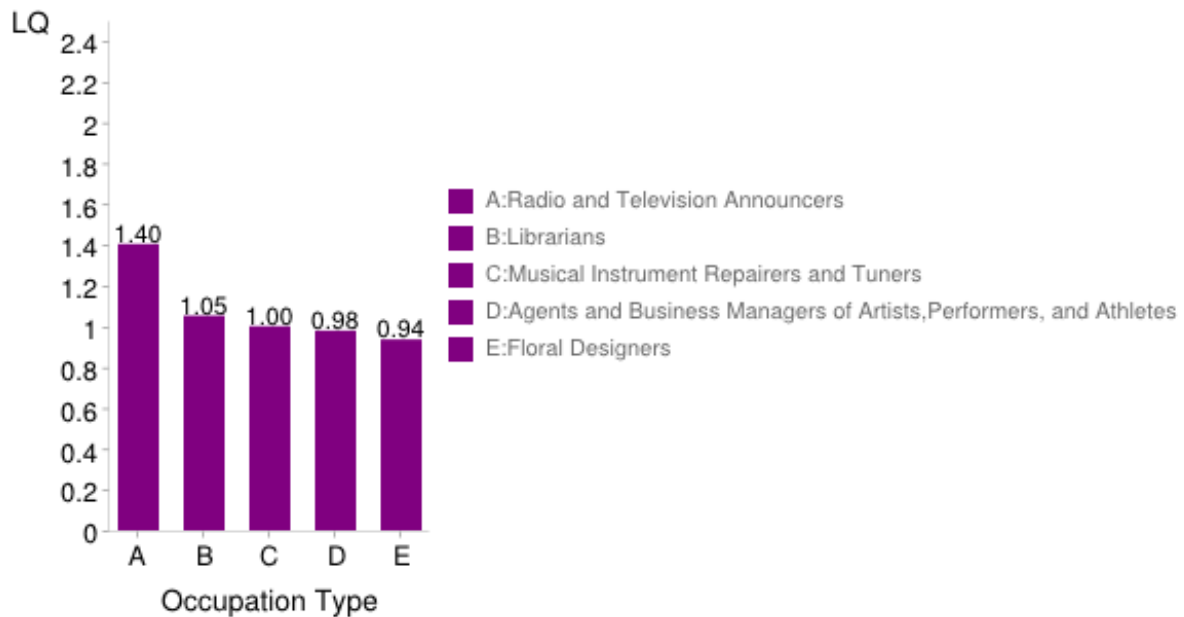
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #77

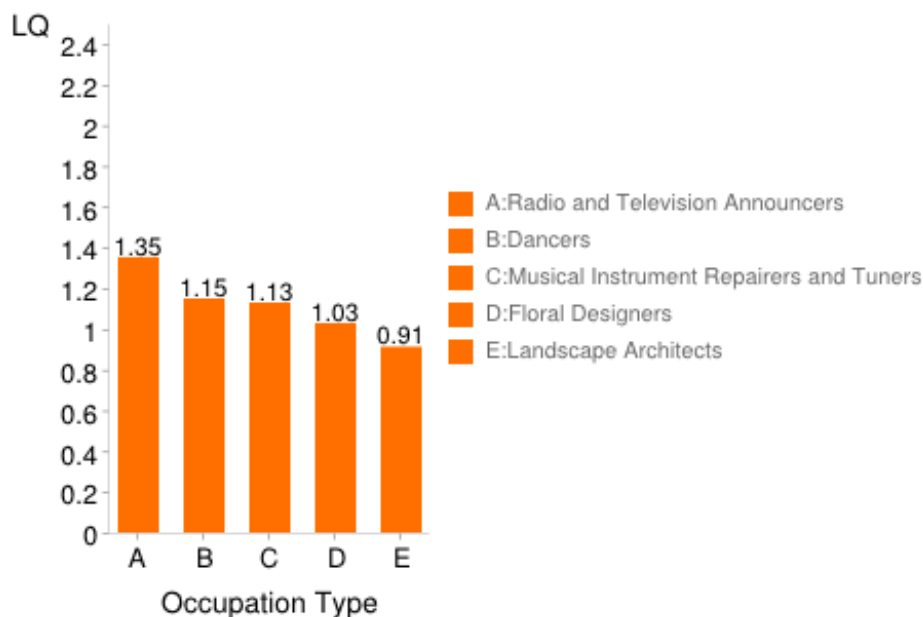
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #78

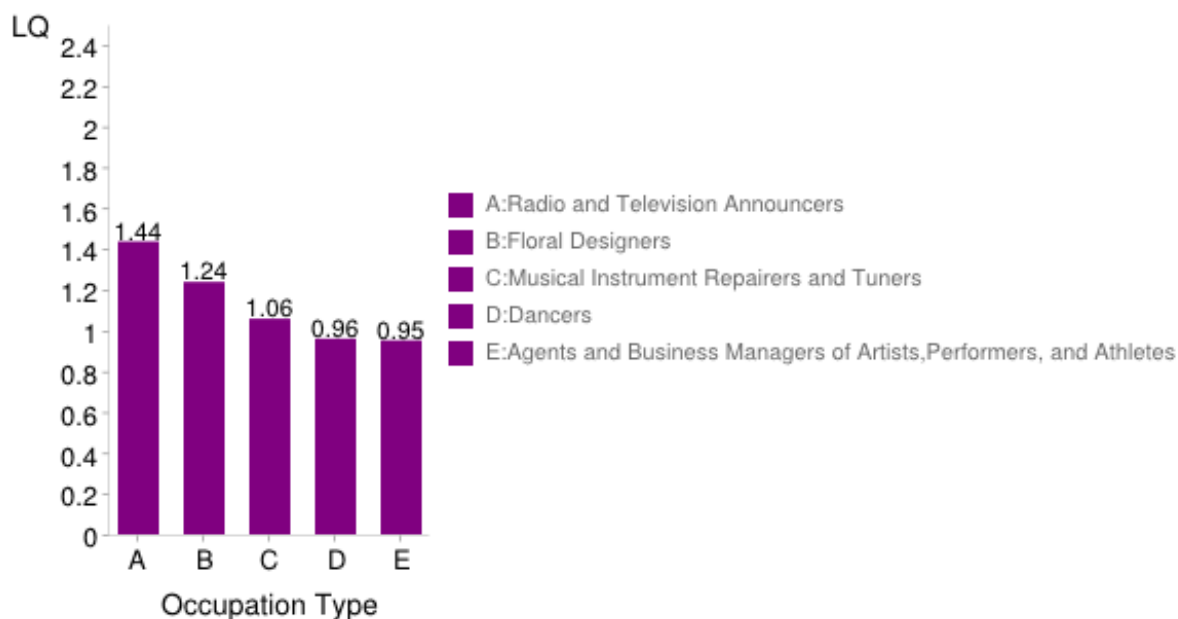
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #79

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Utah ESA Occupational Information

In 2011, the Utah ESA reported 317 jobs within highly creative occupations and the area had an index value of 0.39. From 2010 to 2011, the area experienced a gain of 52 creative jobs, at a rate of 19.6%. Public relations managers and musicians and singers had significant job growth rates. Floral designers, public relations managers, and librarians had the three strongest location quotients within this region.

Table #37
Uintah ESA Creative Jobs by Occupation 2010-2011

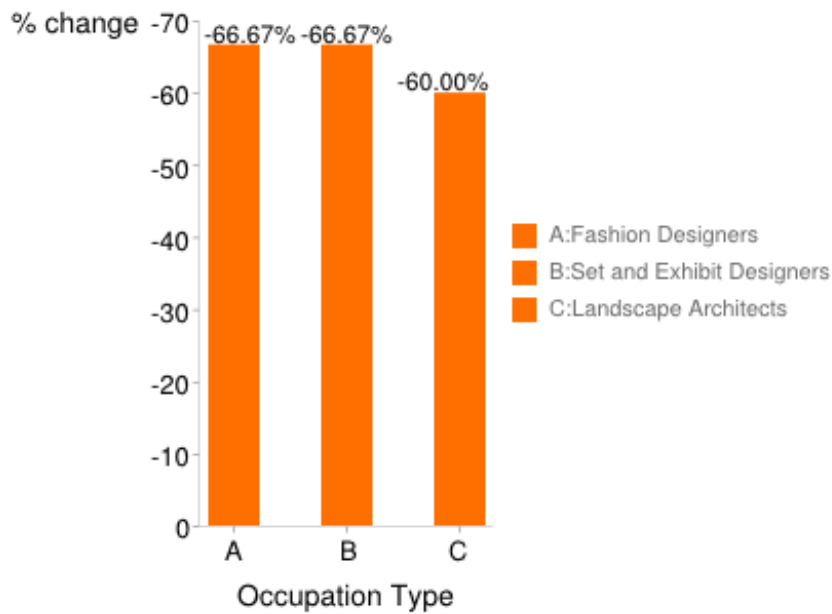
Regions: Daggett, Duchesne, Uintah

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	4	2	-50.00
Advertising and Promotions Managers	1	1	0.00
Agents and Business Managers of Artists, Performers, and Athletes	2	5	150.00
Architects, Except Landscape and Naval	8	9	12.50
Art Directors	7	12	71.43
Audio and Video Equipment Technicians	4	5	25.00
Broadcast Technicians	1	1	0.00
Camera Operators, Television, Video, and Motion Picture	1	2	100.00
Choreographers	2	1	-50.00
Commercial and Industrial Designers	4	3	-25.00
Dancers	2	2	0.00
Directors, Religious Activities	2	2	0.00
Editors	5	6	20.00
Fashion Designers	3	1	-66.67
Film and Video Editors	0	0	0.00
Fine Artists including Painters, Sculptors, and Illustrators	8	5	-37.50
Floral Designers	20	27	35.00
Graphic Designers	14	21	50.00
Interior Designers	5	3	-40.00
Landscape Architects	5	2	-60.00
Librarians	18	16	-11.11
Media and Communication Equipment Workers, All Other	1	1	0.00
Media and Communication Workers, All Other	9	4	-55.56
Multi-Media Artists and Animators	7	12	71.43
Music Directors and Composers	10	6	-40.00
Musical Instrument Repairers and Tuners	2	1	-50.00
Musicians and Singers	10	26	160.00
Photographers	60	75	25.00
Producers and Directors	3	3	0.00
Public Relations Managers	2	14	600.00
Public Relations Specialists	14	14	0.00
Radio and Television Announcers	4	5	25.00
Set and Exhibit Designers	3	1	-66.67
Sound Engineering Technicians	0	0	0.00
Technical Writers	2	4	100.00
Writers and Authors	22	25	13.64
Total	265	317	19.62

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #80

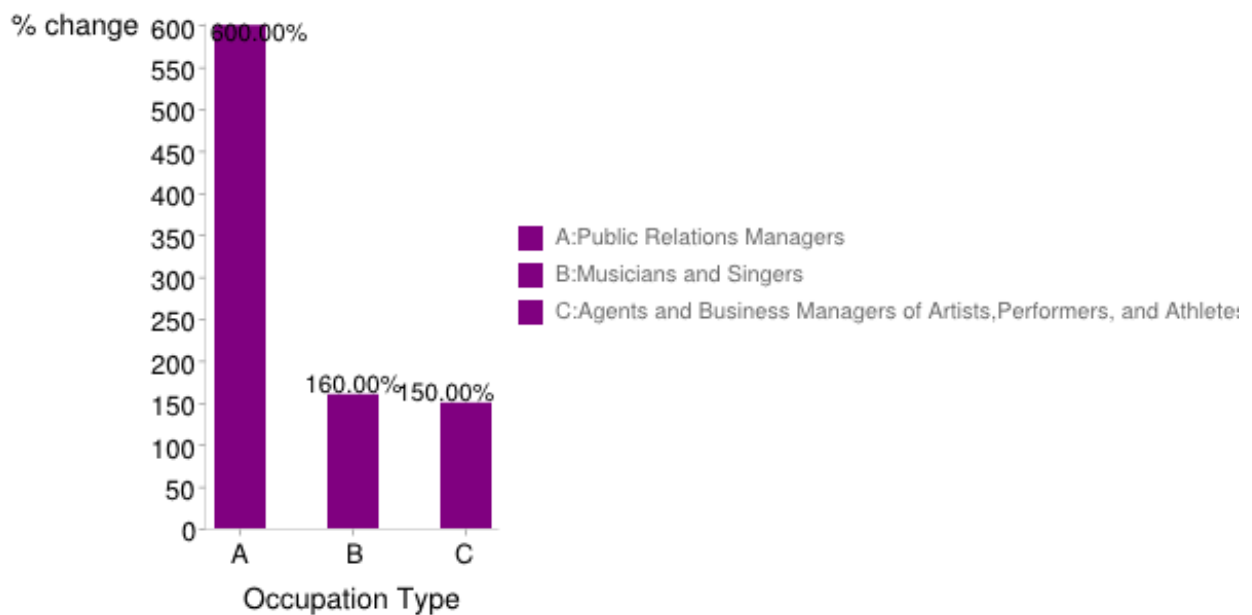
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #81

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Table #38
Utah ESA Creative Jobs by Location Quotient 2010-2011

Regions: Daggett, Duchesne, Uintah

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	0.32	0.20	0.24	0.15
Advertising and Promotions Managers	0.17	0.14	0.12	0.11
Agents and Business Managers of Artists, Performers, and Athletes	0.27	0.49	0.24	0.47
Architects, Except Landscape and Naval	0.42	0.37	0.35	0.32
Art Directors	0.35	0.37	0.31	0.36
Audio and Video Equipment Technicians	0.38	0.41	0.43	0.45
Broadcast Technicians	0.16	0.15	0.17	0.15
Camera Operators, Television, Video, and Motion Picture	0.24	0.44	0.22	0.39
Choreographers	0.78	0.40	0.48	0.26
Commercial and Industrial Designers	0.24	0.22	0.31	0.32
Dancers	0.45	0.51	0.60	0.69
Directors, Religious Activities	0.08	0.09	0.09	0.10
Editors	0.23	0.28	0.19	0.24
Fashion Designers	0.31	0.24	0.28	0.20
Film and Video Editors	0.00	0.00	0.00	0.00
Fine Artists including Painters, Sculptors, and Illustrators	0.41	0.46	0.44	0.49
Floral Designers	0.93	1.34	1.21	1.77
Graphic Designers	0.25	0.25	0.33	0.32
Interior Designers	0.30	0.21	0.31	0.21
Landscape Architects	0.57	0.49	0.52	0.40
Librarians	0.83	0.79	0.66	0.61
Media and Communication Equipment Workers, All Other	0.28	0.30	0.26	0.28
Media and Communication Workers, All Other	0.40	0.44	0.38	0.36
Multi-Media Artists and Animators	0.34	0.37	0.32	0.39
Music Directors and Composers	0.26	0.24	0.27	0.26
Musical Instrument Repairers and Tuners	0.85	0.57	0.88	0.60
Musicians and Singers	0.22	0.31	0.22	0.32
Photographers	0.40	0.44	0.44	0.50
Producers and Directors	0.15	0.19	0.13	0.15
Public Relations Managers	0.23	1.56	0.20	1.28
Public Relations Specialists	0.25	0.23	0.29	0.27
Radio and Television Announcers	0.50	0.34	0.47	0.35
Set and Exhibit Designers	0.18	0.11	0.32	0.34
Sound Engineering Technicians	0.00	0.00	0.00	0.00
Technical Writers	0.13	0.28	0.20	0.46
Writers and Authors	0.35	0.36	0.34	0.37

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #82

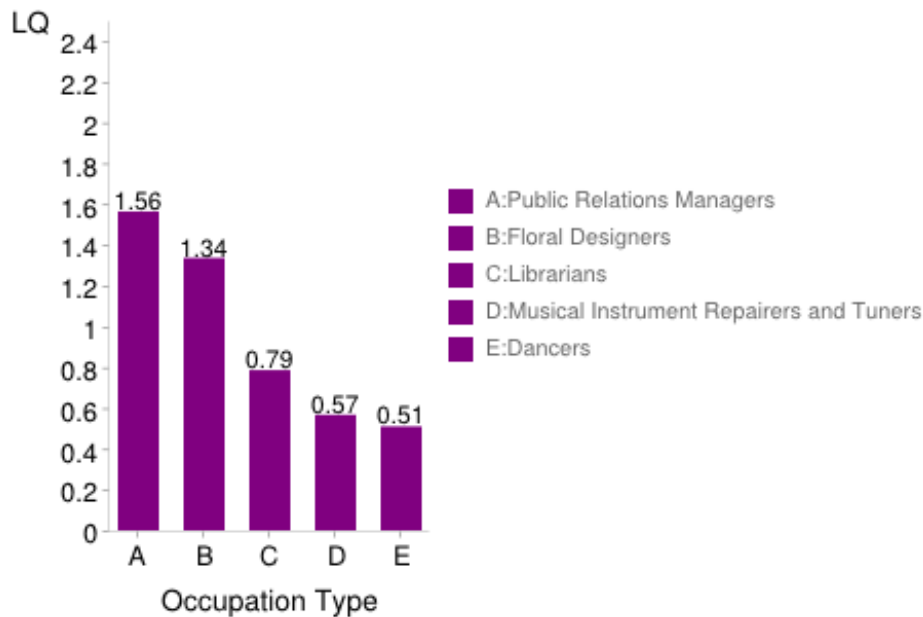
Top 5 Location Quotients by Occupation vs. Statewide Occupations, 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #83

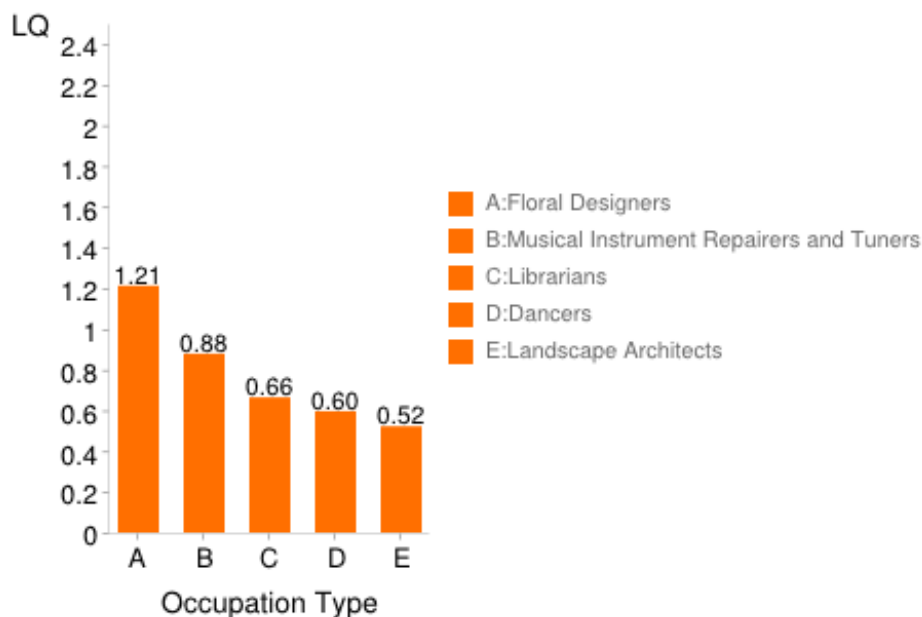
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #84

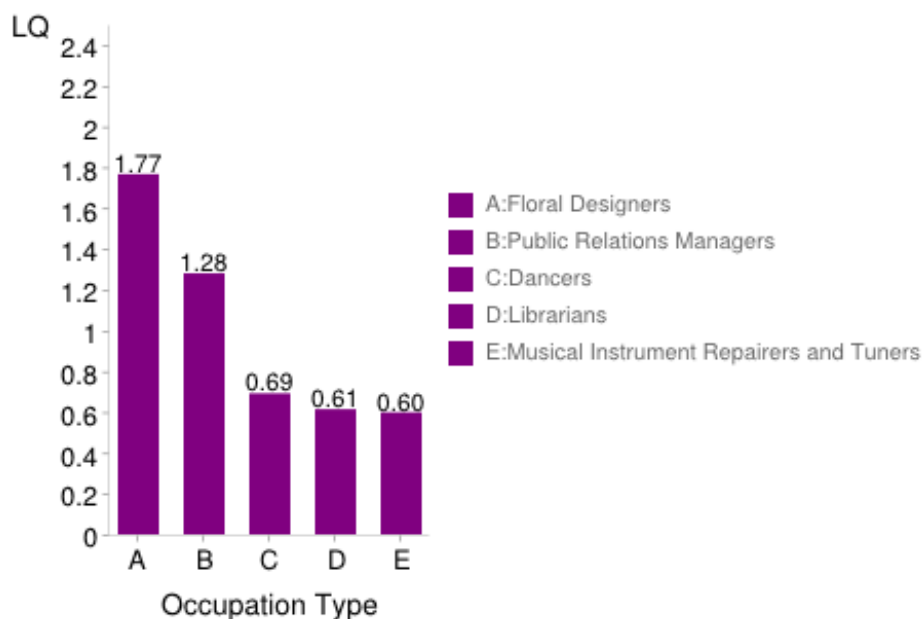
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #85

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Wasatch Front North ESA Occupational Information

The Wasatch Front North ESA had 6,257 creative jobs and an index value of 0.74. Between 2010 and 2011, the area generated 775 new creative jobs, at a growth rate of 14.1%. The number of jobs for radio and television announcers increased, while set and exhibit designers lost jobs at a high rate. Landscape architects and musical instrument repairers and tuners had location quotients above the state average.

Table #39

Wasatch Front North ESA Creative Jobs by Occupation 2010-2011

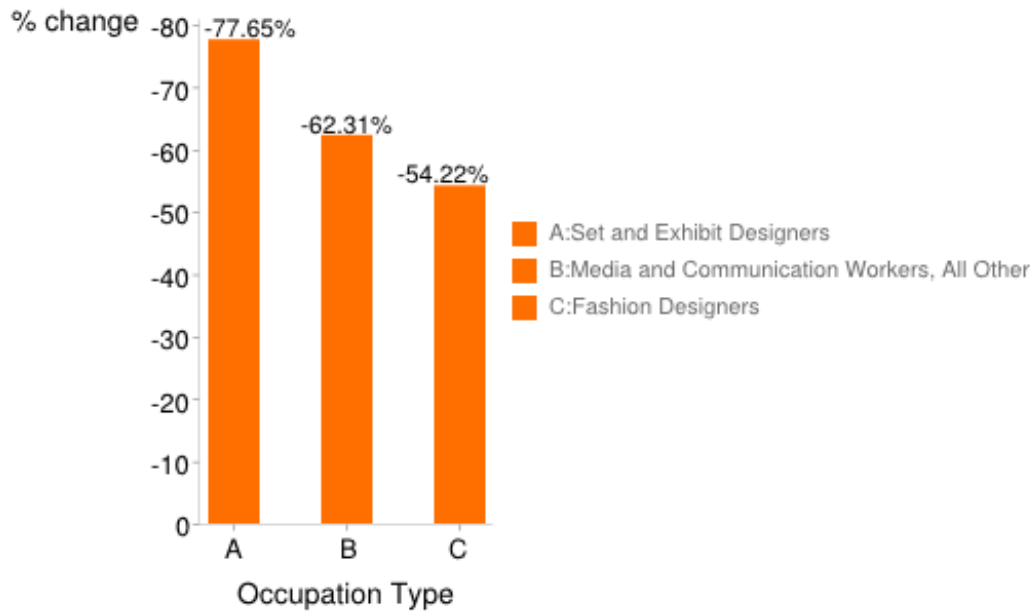
Regions: Weber, Morgan, Davis

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	86	65	-24.42
Advertising and Promotions Managers	42	54	28.57
Agents and Business Managers of Artists, Performers, and Athletes	58	88	51.72
Architects, Except Landscape and Naval	128	191	49.22
Art Directors	165	278	68.48
Audio and Video Equipment Technicians	18	36	100.00
Broadcast Technicians	10	20	100.00
Camera Operators, Television, Video, and Motion Picture	30	32	6.67
Choreographers	17	16	-5.88
Commercial and Industrial Designers	163	138	-15.34
Dancers	25	23	-8.00
Directors, Religious Activities	35	29	-17.14
Editors	125	130	4.00
Fashion Designers	83	38	-54.22
Film and Video Editors	23	20	-13.04
Fine Artists including Painters, Sculptors, and Illustrators	173	98	-43.35
Floral Designers	192	180	-6.25
Graphic Designers	405	671	65.68
Interior Designers	109	96	-11.93
Landscape Architects	94	44	-53.19
Librarians	66	58	-12.12
Media and Communication Equipment Workers, All Other	32	31	-3.13
Media and Communication Workers, All Other	199	75	-62.31
Multi-Media Artists and Animators	178	276	55.06
Music Directors and Composers	227	119	-47.58
Musical Instrument Repairers and Tuners	27	20	-25.93
Musicians and Singers	232	588	153.45
Photographers	1,307	1,532	17.21
Producers and Directors	98	67	-31.63
Public Relations Managers	34	35	2.94
Public Relations Specialists	289	330	14.19
Radio and Television Announcers	25	89	256.00
Set and Exhibit Designers	85	19	-77.65
Sound Engineering Technicians	10	8	-20.00
Technical Writers	148	140	-5.41
Writers and Authors	544	623	14.52
Total	5,482	6,257	14.14

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #86

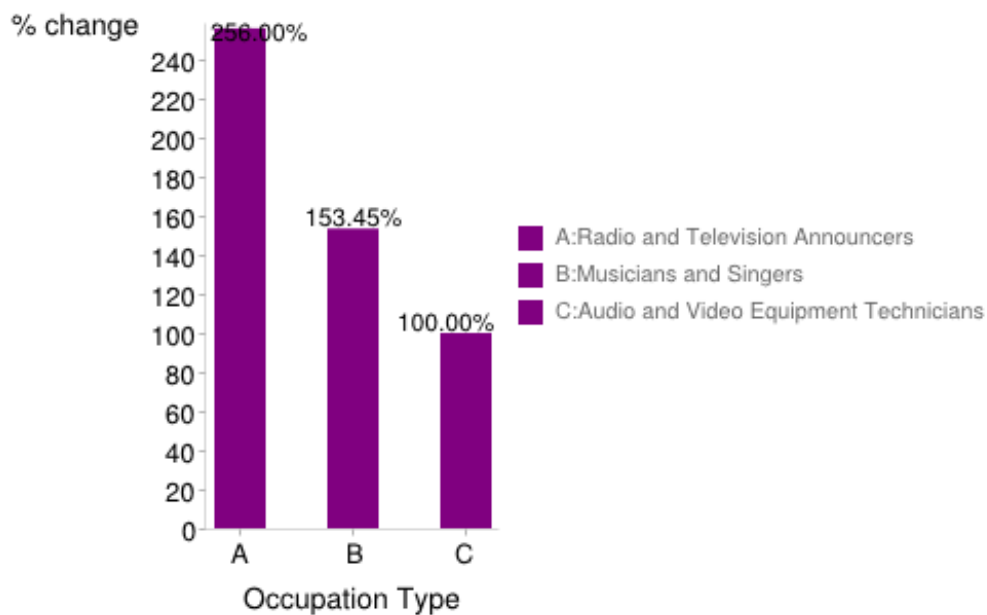
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #87

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Table #40

Wasatch Front North ESA Creative Jobs by Location Quotient 2010-2011

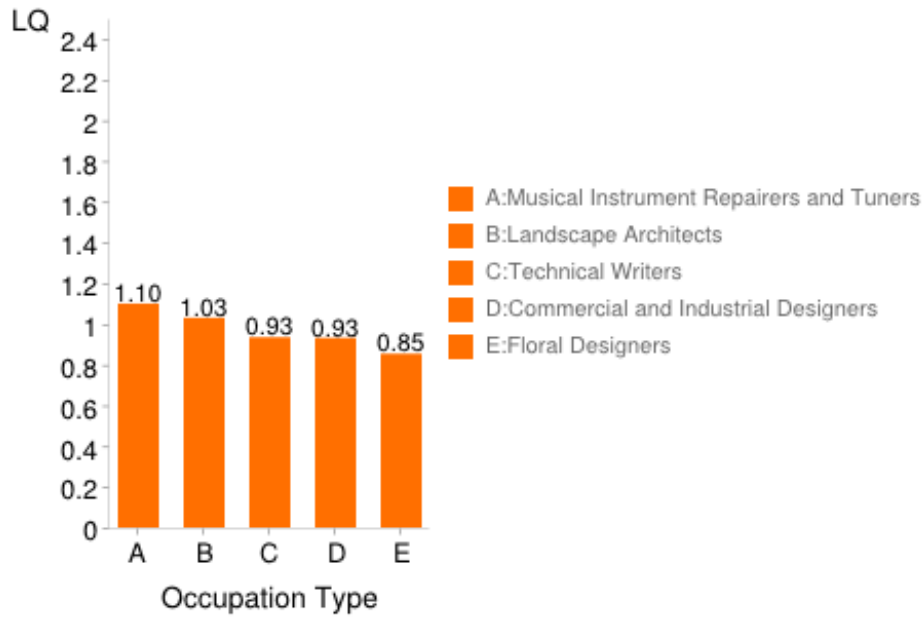
Regions: Weber, Morgan, Davis

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	0.66	0.63	0.50	0.45
Advertising and Promotions Managers	0.67	0.70	0.48	0.54
Agents and Business Managers of Artists, Performers, and Athletes	0.75	0.81	0.66	0.79
Architects, Except Landscape and Naval	0.65	0.74	0.53	0.65
Art Directors	0.79	0.81	0.71	0.80
Audio and Video Equipment Technicians	0.17	0.28	0.19	0.31
Broadcast Technicians	0.16	0.29	0.16	0.29
Camera Operators, Television, Video, and Motion Picture	0.69	0.67	0.64	0.59
Choreographers	0.64	0.61	0.39	0.40
Commercial and Industrial Designers	0.93	0.95	1.20	1.42
Dancers	0.54	0.56	0.71	0.75
Directors, Religious Activities	0.13	0.12	0.15	0.14
Editors	0.56	0.58	0.45	0.48
Fashion Designers	0.83	0.86	0.73	0.71
Film and Video Editors	0.51	0.47	0.48	0.42
Fine Artists including Painters, Sculptors, and Illustrators	0.85	0.85	0.90	0.91
Floral Designers	0.85	0.85	1.11	1.12
Graphic Designers	0.69	0.76	0.90	0.98
Interior Designers	0.63	0.64	0.65	0.65
Landscape Architects	1.03	1.03	0.94	0.84
Librarians	0.29	0.27	0.23	0.21
Media and Communication Equipment Workers, All Other	0.85	0.89	0.81	0.83
Media and Communication Workers, All Other	0.84	0.79	0.81	0.64
Multi-Media Artists and Animators	0.83	0.82	0.78	0.85
Music Directors and Composers	0.57	0.46	0.58	0.49
Musical Instrument Repairers and Tuners	1.10	1.08	1.13	1.14
Musicians and Singers	0.48	0.67	0.50	0.69
Photographers	0.84	0.85	0.92	0.97
Producers and Directors	0.47	0.40	0.42	0.33
Public Relations Managers	0.38	0.37	0.32	0.30
Public Relations Specialists	0.49	0.52	0.57	0.60
Radio and Television Announcers	0.30	0.57	0.28	0.59
Set and Exhibit Designers	0.48	0.19	0.85	0.62
Sound Engineering Technicians	0.36	0.32	0.27	0.22
Technical Writers	0.93	0.94	1.43	1.53
Writers and Authors	0.83	0.85	0.80	0.87

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #88

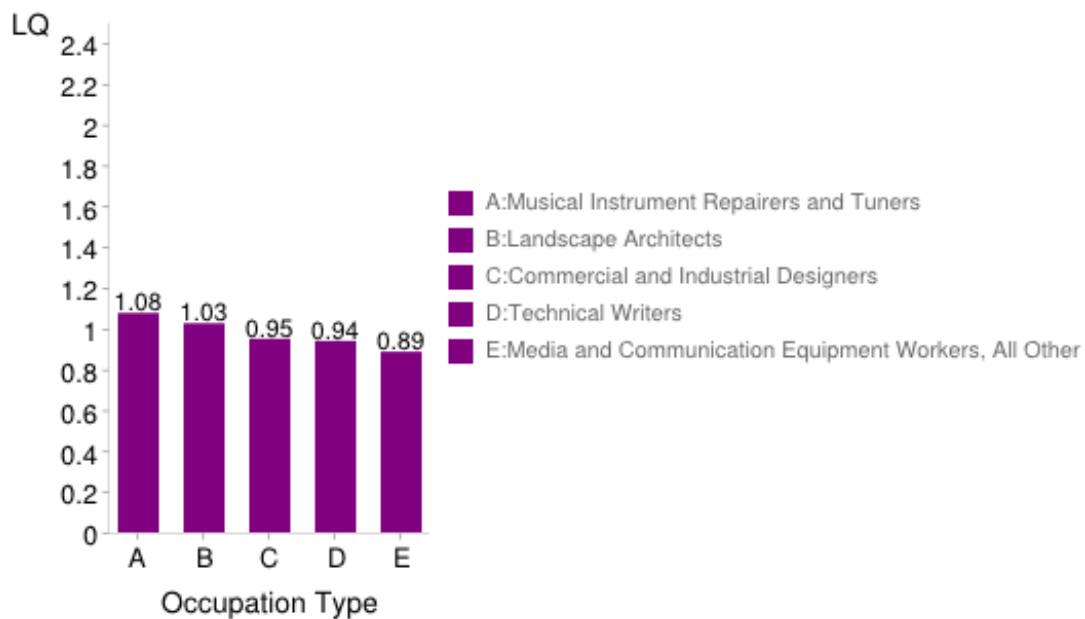
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #89

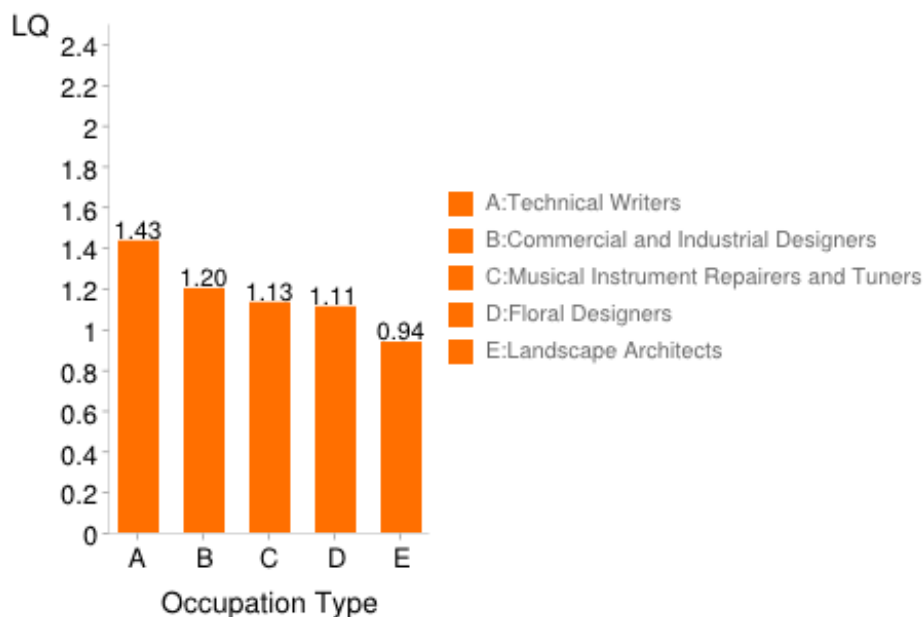
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #90

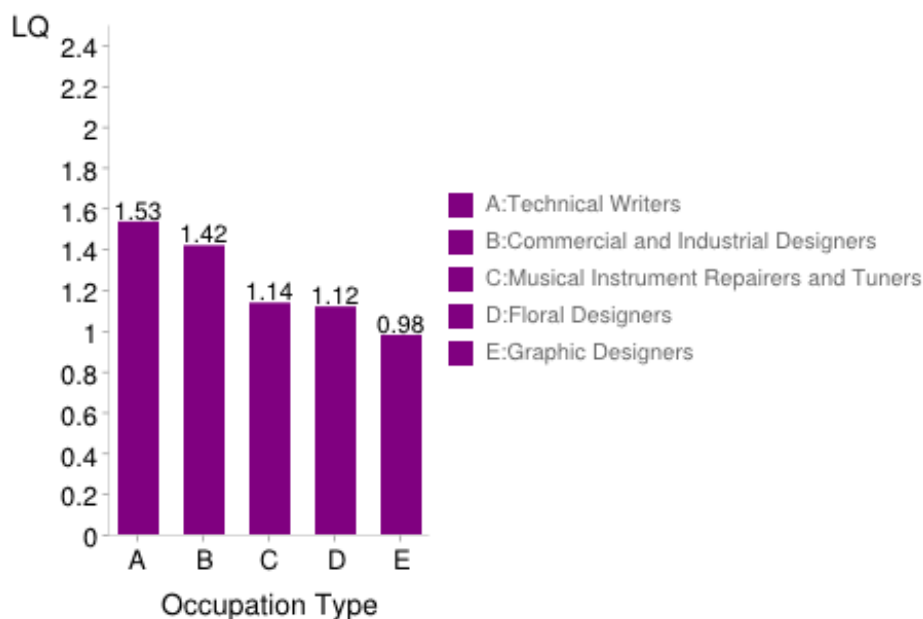
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #91

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Wasatch Front South ESA Occupational Information

This ESA gained 1,662 creative jobs at a rate of 7.61% between 2010 and 2011. The Wasatch Front South ESA had the most jobs within highly creative occupations. In 2011, the area had 23,502 jobs linked to the creative economy, and an index value of 1.40. Media and communication workers experienced the most substantial job loss rate, while the number of jobs for art directors increased. In 2011, directors of religious activities, and set and exhibit designers had the two strongest location quotients in this ESA.

Table #41

Wasatch Front South ESA Creative Jobs by Occupation 2010-2011

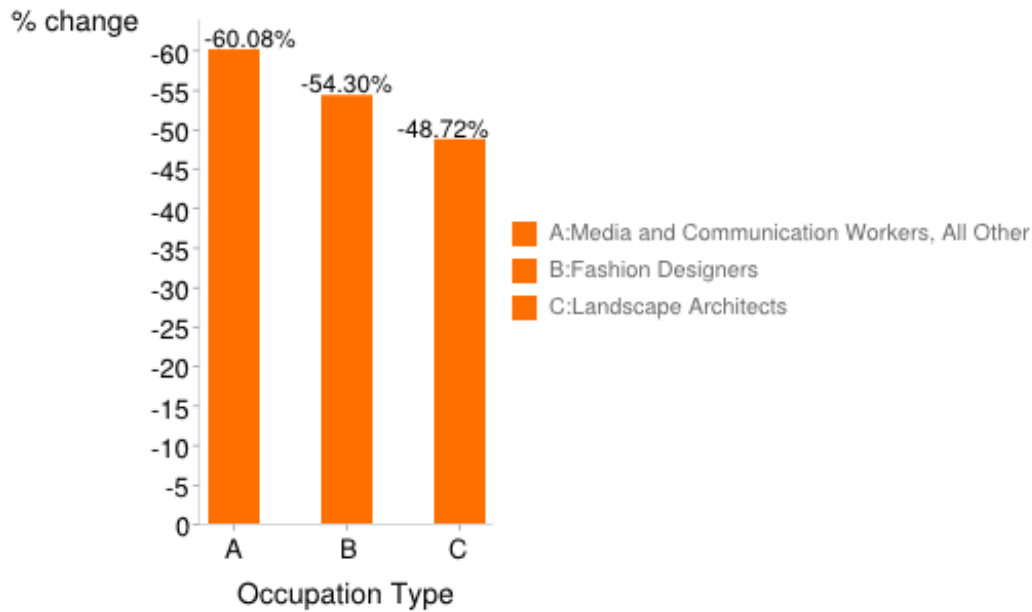
Regions: Tooele, Salt Lake

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	336	279	-16.96
Advertising and Promotions Managers	177	214	20.90
Agents and Business Managers of Artists, Performers, and Athletes	179	245	36.87
Architects, Except Landscape and Naval	599	713	19.03
Art Directors	481	788	63.83
Audio and Video Equipment Technicians	428	460	7.48
Broadcast Technicians	258	253	-1.94
Camera Operators, Television, Video, and Motion Picture	106	116	9.43
Choreographers	56	52	-7.14
Commercial and Industrial Designers	449	405	-9.80
Dancers	120	107	-10.83
Directors, Religious Activities	1,279	1,142	-10.71
Editors	634	632	-0.32
Fashion Designers	221	101	-54.30
Film and Video Editors	113	111	-1.77
Fine Artists including Painters, Sculptors, and Illustrators	417	241	-42.21
Floral Designers	484	474	-2.07
Graphic Designers	1,525	2,226	45.97
Interior Designers	415	384	-7.47
Landscape Architects	195	100	-48.72
Librarians	483	470	-2.69
Media and Communication Equipment Workers, All Other	101	94	-6.93
Media and Communication Workers, All Other	501	200	-60.08
Multi-Media Artists and Animators	440	711	61.59
Music Directors and Composers	1,264	921	-27.14
Musical Instrument Repairers and Tuners	50	41	-18.00
Musicians and Singers	1,635	2,472	51.19
Photographers	3,420	3,890	13.74
Producers and Directors	558	471	-15.59
Public Relations Managers	335	337	0.60
Public Relations Specialists	1,819	1,936	6.43
Radio and Television Announcers	262	384	46.56
Set and Exhibit Designers	572	401	-29.90
Sound Engineering Technicians	90	83	-7.78
Technical Writers	426	407	-4.46
Writers and Authors	1,412	1,641	16.22
Total	21,840	23,502	7.61

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #92

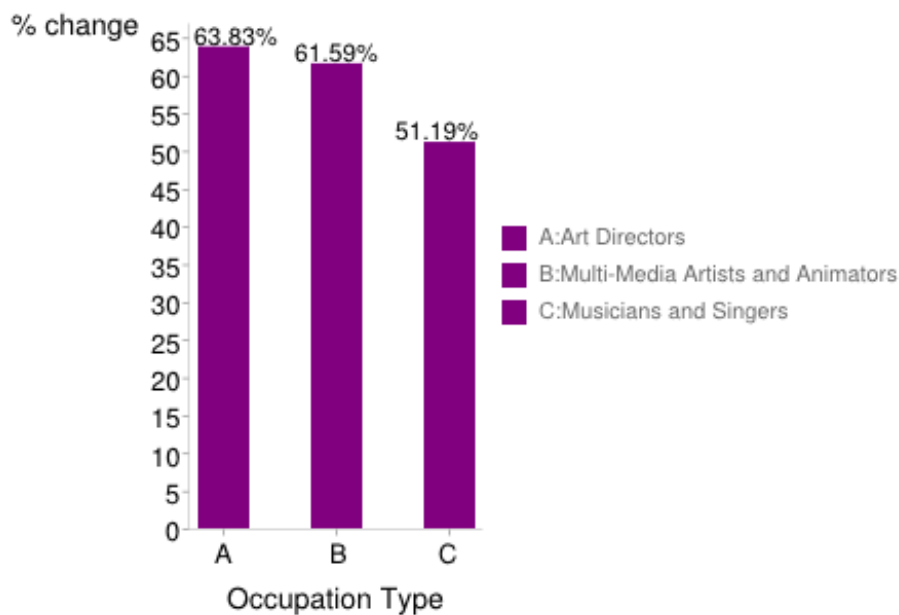
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #93

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Table #42

Wasatch Front South ESA Creative Jobs by Location Quotient 2010-2011

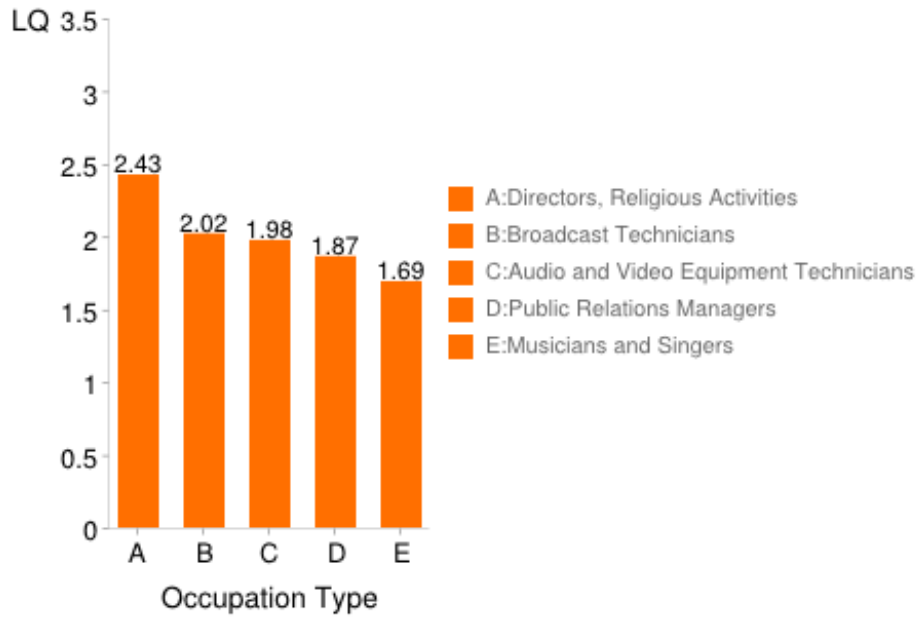
Regions: Tooele, Salt Lake

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	1.29	1.37	0.98	0.97
Advertising and Promotions Managers	1.43	1.40	1.01	1.08
Agents and Business Managers of Artists, Performers, and Athletes	1.17	1.14	1.02	1.11
Architects, Except Landscape and Naval	1.52	1.39	1.25	1.22
Art Directors	1.15	1.15	1.04	1.14
Audio and Video Equipment Technicians	1.98	1.80	2.23	1.99
Broadcast Technicians	2.02	1.87	2.10	1.84
Camera Operators, Television, Video, and Motion Picture	1.22	1.23	1.14	1.08
Choreographers	1.05	1.00	0.65	0.65
Commercial and Industrial Designers	1.29	1.41	1.66	2.10
Dancers	1.30	1.31	1.72	1.77
Directors, Religious Activities	2.43	2.44	2.79	2.83
Editors	1.42	1.42	1.15	1.19
Fashion Designers	1.11	1.15	0.98	0.95
Film and Video Editors	1.27	1.31	1.20	1.18
Fine Artists including Painters, Sculptors, and Illustrators	1.03	1.06	1.09	1.13
Floral Designers	1.08	1.12	1.41	1.49
Graphic Designers	1.31	1.27	1.71	1.64
Interior Designers	1.20	1.29	1.25	1.31
Landscape Architects	1.07	1.18	0.98	0.96
Librarians	1.06	1.11	0.86	0.86
Media and Communication Equipment Workers, All Other	1.35	1.36	1.28	1.27
Media and Communication Workers, All Other	1.06	1.06	1.03	0.86
Multi-Media Artists and Animators	1.03	1.06	0.97	1.11
Music Directors and Composers	1.59	1.79	1.62	1.92
Musical Instrument Repairers and Tuners	1.02	1.11	1.05	1.18
Musicians and Singers	1.69	1.42	1.76	1.46
Photographers	1.10	1.09	1.22	1.24
Producers and Directors	1.35	1.41	1.19	1.15
Public Relations Managers	1.87	1.80	1.58	1.48
Public Relations Specialists	1.54	1.53	1.79	1.79
Radio and Television Announcers	1.56	1.25	1.47	1.28
Set and Exhibit Designers	1.63	2.04	2.89	6.56
Sound Engineering Technicians	1.62	1.66	1.24	1.16
Technical Writers	1.35	1.38	2.08	2.25
Writers and Authors	1.09	1.13	1.05	1.15

Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #94

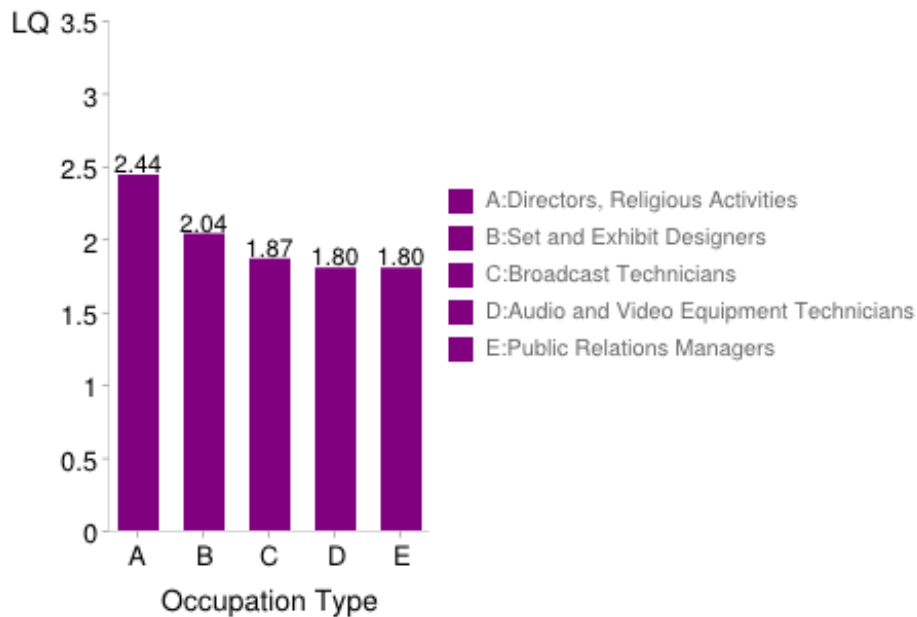
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #95

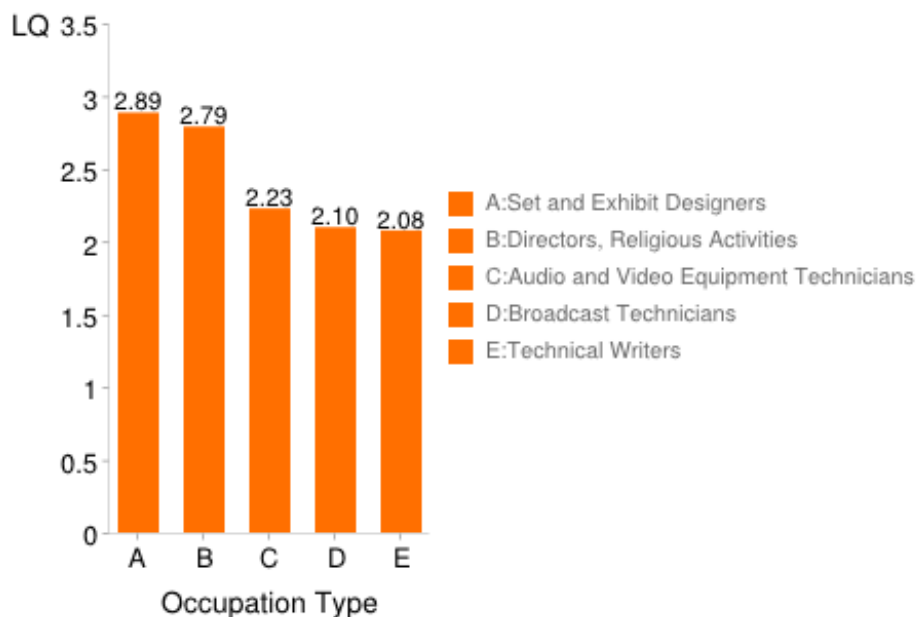
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #96

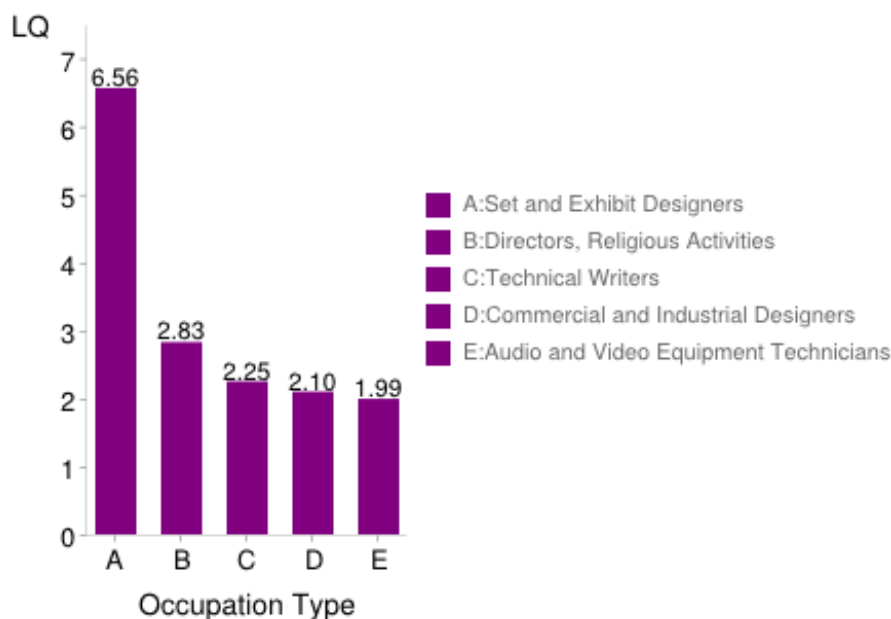
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Int'l. Complete Employment

Chart #97

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Int'l. Complete Employment

2011 Utah Non-Profit Arts and Arts-Active Organization Counts

To view detailed information regarding the number of non-profit arts and arts-active organizations located in Utah, see Table #43 and Charts #98 and #99. The State of Utah had 249 arts-related organizations in 2011. Theater organizations had the largest proportional share of arts organizations, while historical organizations made up the largest proportional share of the state's arts-active organizations in 2011.

Table #43

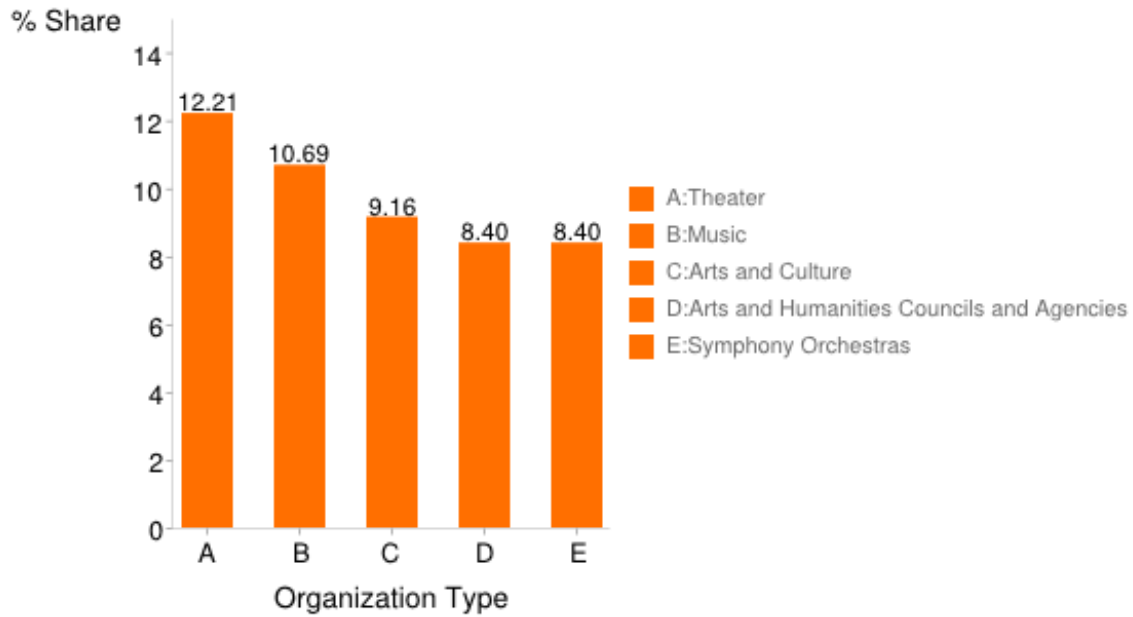
Utah Non-Profit Arts and Arts-Active Organization Counts 2011

Region: Utah

Arts Organizations 2011	Number	Share	Arts-Active Organizations 2011	Number	Share
Art Museums	2	1.53%	Other Arts & Culture Organizations	4	3.39%
Arts & Culture	12	9.16%	Fund Raising & Fund Distribution	6	5.08%
Arts & Humanities Councils & Agencies	11	8.40%	Management & Technical Assistance	1	0.85%
Arts Education	8	6.11%	Professional Societies & Associations	3	2.54%
Arts Services	0	0.00%	Single Organization Support	4	3.39%
Alliances & Advocacy	4	3.05%	Other Arts & Culture Support Organizations	2	1.69%
Ballet	8	6.11%	Children's Museums	1	0.85%
Bands & Ensembles	4	3.05%	Commemorative Events	2	1.69%
Dance	8	6.11%	Community Celebrations	2	1.69%
Film & Video	7	5.34%	Cultural/Ethnic Awareness	12	10.17%
Folk Arts	2	1.53%	Fairs	4	3.39%
Music	14	10.69%	Folk Arts Museums	0	0.00%
Opera	2	1.53%	Historical Organizations	21	17.80%
Performing Arts	3	2.29%	Historical Societies & Historic Preservation	13	11.02%
Performing Arts Centers	3	2.29%	History Museums	7	5.93%
Singing & Choral Groups	10	7.63%	Humanities	9	7.63%
Symphony Orchestras	11	8.40%	Media & Communications	3	2.54%
Theater	16	12.21%	Museums	7	5.93%
Visual Arts	6	4.58%	Natural History & Natural Science Museums	2	1.69%
			Performing Arts School	7	5.93%
			Printing & Publishing	3	2.54%
			Radio	3	2.54%
			Research Institutes & Public Policy Analysis	0	0.00%
			Science & Technology Museums	1	0.85%
			Television	1	0.85%
Totals	131	100%	Totals	118	100%

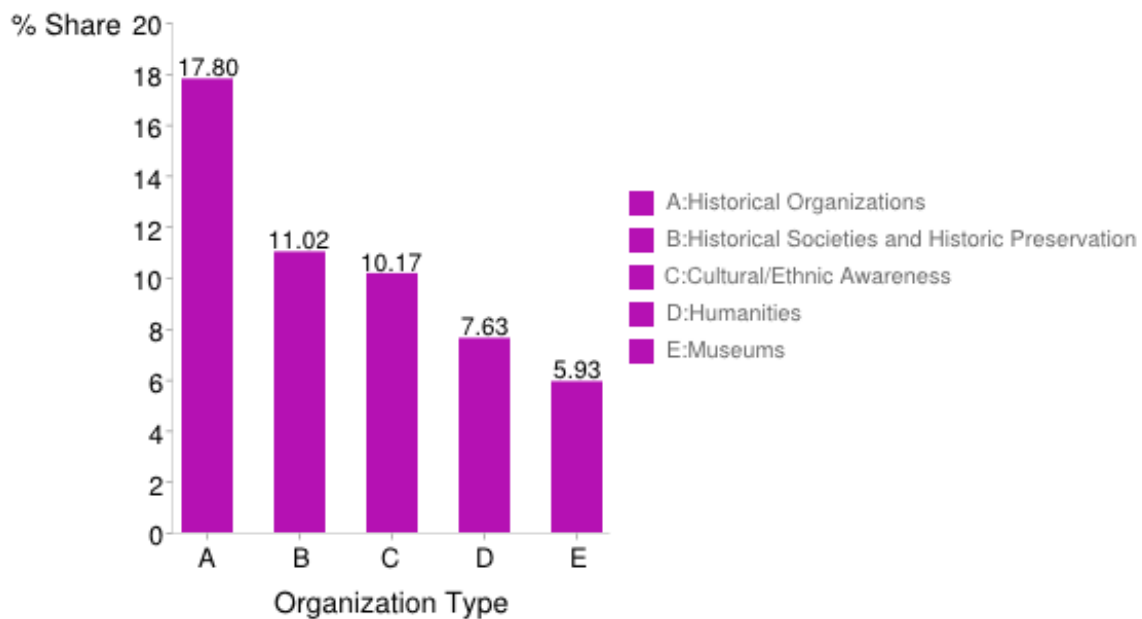
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart #98
Arts Organizations % Share 2011



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart #99
Arts-Active Organizations % Share 2011



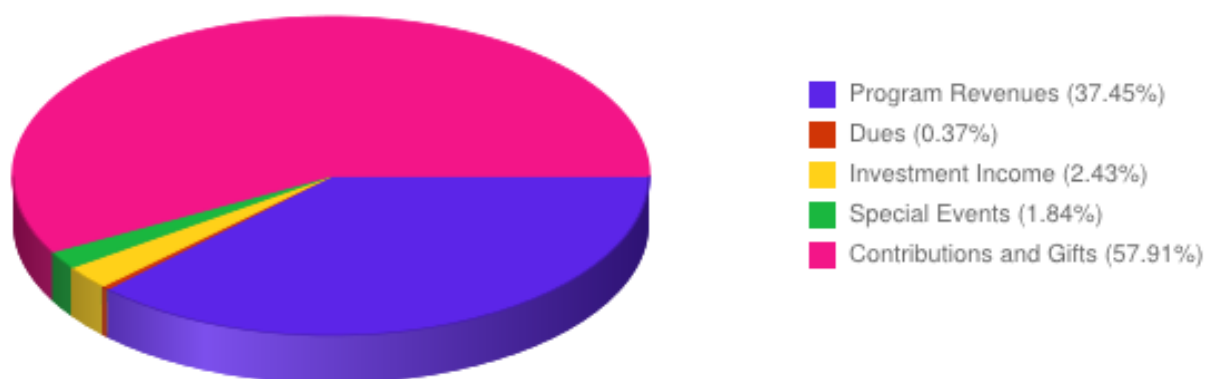
non-profit revenue measurements across the nation as reported in this research. As a result, the annual index values provide a more informative indicator of non-profit organization health than the total revenue figures. However, revenue figures as aggregated within this study provide a substantive approximation of dollar amounts going to non-profit arts organizations within a reporting period.

Table #44
Non-Profit Arts Organization Income by ESA 2011

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
UT-Bear River, ESA	\$1,767,609	\$105,686	\$49,183	\$2,495,361	\$11,791	\$4,429,630
UT-Castle Country, ESA	\$0	\$0	\$0	\$0	\$0	\$0
UT-Central Utah, ESA	\$4,297	\$19	\$36,765	\$187,494	\$3,024	\$231,599
UT-Mountainland, ESA	\$9,527,105	\$440,760	\$668,274	\$13,832,739	\$51,993	\$24,520,871
UT-Southeast, ESA	\$82,107	\$9,225	\$38,022	\$380,014	\$0	\$509,368
UT-Southwest, ESA	\$5,752,137	\$5,287	\$173,761	\$7,073,913	\$4,609	\$13,009,707
UT-Uintah, ESA	\$37,475	\$257	\$0	\$50,250	\$0	\$87,982
UT-Wasatch Front North, E..	\$1,372,582	\$53,547	\$204,990	\$5,946,600	\$108,415	\$7,686,134
UT-Wasatch Front South ES..	\$18,161,558	\$1,769,505	\$632,432	\$26,790,311	\$185,834	\$47,539,640
Totals	\$36,704,870	\$2,384,286	\$1,803,427	\$56,756,682	\$365,666	\$98,014,931

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart #100
Non-Profit Arts Organizations Income 2011



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table #45
Non-Profit Arts Organization Index by ESA 2011

Region	Total Revenues	Per Capita	Index
UT-Bear River, ESA	\$4,429,630	26.55	0.61
UT-Castle Country, ESA	\$0	0.00	0.00
UT-Central Utah, ESA	\$231,599	3.53	0.08
UT-Mountainland, ESA	\$24,520,871	40.75	0.93
UT-Southeast, ESA	\$509,368	21.17	0.48
UT-Southwest, ESA	\$13,009,707	62.31	1.43
UT-Uintah, ESA	\$87,982	1.67	0.04
UT-Wasatch Front North, ESA	\$7,686,134	13.85	0.32
UT-Wasatch Front South ESA	\$47,539,640	43.25	0.99
Totals	\$98,014,931	34.93	0.80

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

2011 Non-Profit Arts-Active Organization Income and Index Values by ESA

Arts-active organizations are generally qualified within the CVI™ as organizations that do not have primary missions related to serving or presenting the arts, but do conduct a number of activities that can be considered "arts-based." For example, within any history museum, there is a significant amount of arts activity associated with exhibit design. Additionally, there are inherently close ties between humanities, culture, and arts organizations. In 2011, \$41.3 million in revenues were generated by non-profit arts-active organizations within the State of Utah.

Table #46
Non-Profit Arts-Active Organization Income by ESA 2011

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
UT-Bear River, ESA	\$452,961	\$1,075	\$5,000	\$1,033,586	\$0	\$1,492,622
UT-Castle Country, ESA	\$0	\$0	\$0	\$0	\$0	\$0
UT-Central Utah, ESA	\$10,282	\$10,496	\$11,527	\$714,084	\$29,167	\$775,556
UT-Mountainland, ESA	\$849,622	\$264,174	\$335,133	\$6,766,958	\$0	\$8,215,887
UT-Southeast, ESA	\$252,594	\$475	\$1,075	\$259,047	\$365	\$513,556
UT-Southwest, ESA	\$107,961	\$7,852	\$72,959	\$407,468	\$0	\$596,240
UT-Uintah, ESA	\$440,575	\$8,747	\$0	\$33,546	\$0	\$482,868
UT-Wasatch Front North, E..	\$994,733	\$9,681	\$9,524	\$993,586	\$3,785	\$2,011,309
UT-Wasatch Front South ES..	\$11,716,965	\$247,378	\$173,724	\$14,982,481	\$42,727	\$27,163,275
Totals	\$14,825,693	\$549,878	\$608,942	\$25,190,756	\$76,044	\$41,251,313

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Photography Store Sales by ESA

This category comprises establishments primarily engaged in either retailing new cameras, photographic equipment and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing (U.S. Census Bureau). Table #48 summarizes sales for these types of businesses within Utah for 2011. In 2011, the state had total sales of \$7.53 million, \$2.68 per capita, and an individual CVI™ value of 0.72. The Mountainland ESA had the highest individual index value in photography store sales, 1.18 and the most sales per capita: \$4.37.

Table #48
Photography Store Sales by ESA 2011

Region	Photography Store Sales	Per Capita	Index
UT-Bear River, ESA	\$265,000	1.59	0.43
UT-Castle Country, ESA	\$0	0.00	0.00
UT-Central Utah, ESA	\$0	0.00	0.00
UT-Mountainland, ESA	\$2,631,000	4.37	1.18
UT-Southeast, ESA	\$0	0.00	0.00
UT-Southwest, ESA	\$39,000	0.19	0.05
UT-Uintah, ESA	\$41,000	0.78	0.21
UT-Wasatch Front North, ESA	\$1,095,000	1.97	0.53
UT-Wasatch Front South ESA	\$3,454,000	3.14	0.85
Totals	\$7,525,000	2.68	0.72

Source: Economic Modeling Specialists, Int'l.

2011 Music Store Sales by ESA

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music and related supplies, or retailing new products in combination with musical instrument repair, rental, or music instruction (U.S. Census Bureau). Table #49 summarizes sales within these types of businesses in this state. Utah had musical instrument sales of \$30.8 million, \$10.98 per capita, and this category had the state's highest individual CVI™ value of 1.16

Table #49
Music Store Sales by ESA 2011

Region	Musical instrument and supplies stores	Per Capita	Index
UT-Bear River, ESA	\$418,000	2.51	0.26
UT-Castle Country, ESA	\$75,000	2.33	0.25
UT-Central Utah, ESA	\$226,000	3.44	0.36
UT-Mountainland, ESA	\$5,572,000	9.26	0.98
UT-Southeast, ESA	\$0	0.00	0.00
UT-Southwest, ESA	\$1,300,000	6.23	0.66
UT-Uintah, ESA	\$0	0.00	0.00
UT-Wasatch Front North, ESA	\$3,779,000	6.81	0.72
UT-Wasatch Front South ESA	\$19,435,000	17.68	1.86
Totals	\$30,805,000	10.98	1.16

Source: Economic Modeling Specialists, Int'l.

2011 Book and Record Store Sales by ESA

This CVI™ category comprises establishments primarily engaged in retailing new books as well as establishments primarily engaged in retailing new prerecorded audio and video tapes, CDs and records (U.S. Census Bureau). Table #50 summarizes sales within these types of businesses within the State of Utah. Most ESAs performed well in this category, including the Southeast ESA, which had an index value of 3.24 in this category. Utah had \$70.9 million in sales.

Table #48
Photography Store Sales by ESA 2011

Region	Photography Store Sales	Per Capita	Index
UT-Bear River, ESA	\$265,000	1.59	0.43
UT-Castle Country, ESA	\$0	0.00	0.00
UT-Central Utah, ESA	\$0	0.00	0.00
UT-Mountainland, ESA	\$2,631,000	4.37	1.18
UT-Southeast, ESA	\$0	0.00	0.00
UT-Southwest, ESA	\$39,000	0.19	0.05
UT-Uintah, ESA	\$41,000	0.78	0.21
UT-Wasatch Front North, ESA	\$1,095,000	1.97	0.53
UT-Wasatch Front South ESA	\$3,454,000	3.14	0.85
Totals	\$7,525,000	2.68	0.72

Source: Economic Modeling Specialists, Int'l.

2011 Music Store Sales by ESA

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music and related supplies, or retailing new products in combination with musical instrument repair, rental, or music instruction (U.S. Census Bureau). Table #49 summarizes sales within these types of businesses in this state. Utah had musical instrument sales of \$30.8 million, \$10.98 per capita, and this category had the state's highest individual CVI™ value of 1.16

Table #49
Music Store Sales by ESA 2011

Region	Musical instrument and supplies stores	Per Capita	Index
UT-Bear River, ESA	\$418,000	2.51	0.26
UT-Castle Country, ESA	\$75,000	2.33	0.25
UT-Central Utah, ESA	\$226,000	3.44	0.36
UT-Mountainland, ESA	\$5,572,000	9.26	0.98
UT-Southeast, ESA	\$0	0.00	0.00
UT-Southwest, ESA	\$1,300,000	6.23	0.66
UT-Uintah, ESA	\$0	0.00	0.00
UT-Wasatch Front North, ESA	\$3,779,000	6.81	0.72
UT-Wasatch Front South ESA	\$19,435,000	17.68	1.86
Totals	\$30,805,000	10.98	1.16

Source: Economic Modeling Specialists, Int'l.

2011 Book and Record Store Sales by ESA

This CVI™ category comprises establishments primarily engaged in retailing new books as well as establishments primarily engaged in retailing new prerecorded audio and video tapes, CDs and records (U.S. Census Bureau). Table #50 summarizes sales within these types of businesses within the State of Utah. Most ESAs performed well in this category, including the Southeast ESA, which had an index value of 3.24 in this category. Utah had \$70.9 million in sales.

Table #50
Book and Record Store Sales by ESA 2011

Region	Bookstore and Record Store Sales	Per Capita	Index
UT-Bear River, ESA	\$4,466,000	26.77	1.05
UT-Castle Country, ESA	\$10,000	0.31	0.01
UT-Central Utah, ESA	\$445,000	6.78	0.27
UT-Mountainland, ESA	\$12,502,000	20.78	0.82
UT-Southeast, ESA	\$1,986,000	82.55	3.24
UT-Southwest, ESA	\$7,198,000	34.48	1.35
UT-Uintah, ESA	\$260,000	4.94	0.19
UT-Wasatch Front North, ESA	\$12,298,000	22.16	0.87
UT-Wasatch Front South ESA	\$31,699,000	28.84	1.13
Totals	\$70,864,000	25.25	0.99

Source: Economic Modeling Specialists, Int'l.

2011 Art Dealer Revenues by ESA

This category includes establishments primarily engaged in retailing original and limited edition artworks (U.S. Census Bureau). Table #51 summarizes sales within these types of businesses in Utah. The state had art dealer revenues of \$36.6 million, \$13.03 per capita, and an individual CVI™ value of 0.95 in this category in 2011.

Table #51
Art Dealer Revenues by ESA 2011

Region	Art dealers	Per Capita	Index
UT-Bear River, ESA	\$740,000	4.43	0.32
UT-Castle Country, ESA	\$206,000	6.39	0.47
UT-Central Utah, ESA	\$135,000	2.06	0.15
UT-Mountainland, ESA	\$16,213,000	26.94	1.96
UT-Southeast, ESA	\$618,000	25.69	1.87
UT-Southwest, ESA	\$3,075,000	14.73	1.07
UT-Uintah, ESA	\$76,000	1.44	0.11
UT-Wasatch Front North, ESA	\$1,902,000	3.43	0.25
UT-Wasatch Front South ESA	\$13,600,000	12.37	0.90
Totals	\$36,565,000	13.03	0.95

Source: Economic Modeling Specialists, Int'l.

2011 Independent Artist, Writer, and Performer Revenues by ESA

This category includes independent (i.e. freelance) individuals primarily engaged in performing in artistic productions, creating artistic and cultural works or productions, or providing the technical expertise necessary for these productions (U.S. Census Bureau). Table #52 summarizes sales within these types of businesses within the State of Utah. Utah had a total of \$124.5 million in revenues, \$44.35 per capita, and a 2011 index value of 0.41. This category had the highest industry sales in the state.

Table #52
Independent Artist Revenues by ESA 2011

Region	Independent artists, writers, and performers	Per Capita	Index
UT-Bear River, ESA	\$4,013,000	24.05	0.22
UT-Castle Country, ESA	\$806,000	25.01	0.23
UT-Central Utah, ESA	\$1,845,000	28.11	0.26
UT-Mountainland, ESA	\$39,958,000	66.41	0.62
UT-Southeast, ESA	\$1,500,000	62.35	0.58
UT-Southwest, ESA	\$5,318,000	25.47	0.24
UT-Uintah, ESA	\$573,000	10.88	0.10
UT-Wasatch Front North, ESA	\$14,202,000	25.59	0.24
UT-Wasatch Front South ESA	\$56,249,000	51.17	0.48
Totals	\$124,464,000	44.35	0.41

Source: Economic Modeling Specialists, Int'l.

2011 Performing Arts Participation Revenues by ESA

This category includes theater companies and dinner theaters, musical groups and artists, and other performing arts companies primarily engaged in producing live theatrical productions (U.S. Census Bureau). Table #53 summarizes sales within these types of businesses in Utah. The state had total performing arts participation revenues of \$92.1 million, \$32.83 per capita, and an individual CVI™ value of 0.66 in 2011.

Table #53
Performing Arts Participation Revenues by ESA 2011

Region	Performing Arts Participation	Per Capita	Index
UT-Bear River, ESA	\$4,356,000	26.11	0.53
UT-Castle Country, ESA	\$269,000	8.35	0.17
UT-Central Utah, ESA	\$670,000	10.21	0.21
UT-Mountainland, ESA	\$11,874,000	19.73	0.40
UT-Southeast, ESA	\$396,000	16.46	0.33
UT-Southwest, ESA	\$1,795,000	8.60	0.17
UT-Uintah, ESA	\$242,000	4.59	0.09
UT-Wasatch Front North, ESA	\$6,567,000	11.83	0.24
UT-Wasatch Front South ESA	\$65,959,000	60.01	1.21
Totals	\$92,128,000	32.83	0.66

Source: Economic Modeling Specialists, Int'l.

Technical Report and Understanding the CVI™

While the informational value of this report is immense, the potential benefit to arts advocacy, planning, and policy-making is equally great. In order to realize the practical value of this research, it is important to review and consider the history of the CVI™ and its differentiation from economic impact studies. Some suggestions for making use of the research are also presented here to encourage immediate application of the research. Finally, the sources of CVI™ data are itemized to provide transparency of the research process.

Developing the Creative Vitality™ Index

The CVI™ was developed in the context of innovations in cultural policy and economic development. The CVI™ was initially conceived to help public sector arts agencies clearly communicate that their work encompasses a much larger segment of creative economic activity than had previously been the case. This was necessary because, beginning in the mid 1960s, when state arts agencies were established and city arts agencies were either founded or expanded, the primary focus of these entities was on the growth of the supply and quality of primarily non-profit-based arts activities.

These entities made great progress in this area. Once the supply and quality of non-profit arts activities was greatly bolstered, however, the public sector funders of the non-profit arts field began to consider how their goals and the work of the non-profit arts were part of a much larger creative system. They also became aware that the non-profit arts and public arts policy depended on the health of that larger system to survive in the present and thrive in the future.

Simultaneous with these developments, practitioners from fields representing for-profit creative activities and occupations began to discuss the creative economy in broad, highly inclusionary terms. The arts field and public sector arts funders embraced this broader concept as reflective of how they envisioned their work—as a stimulative part of an overall creative system and not simply as suppliers of funding to maintain a supply of non-profit-sourced arts opportunities. The CVI™ reflects this broader systems-oriented thinking and reinforces the fact that the non-profit arts and public arts agencies are part of an interdependent whole called “the creative sector.”

The CVI™ grew out of a conversation about whether to undertake an economic impact study of the arts. The staff leadership of the Washington State Arts Commission and the Seattle Office of Arts & Cultural Affairs, in collaboration with others, explored ways to expand and enrich the economic argument for support of the arts and especially public funding of the arts. In doing so, the group was influenced by two national conversations concerning economic development: the defining of a creative economy and the outlining of the concept of economic development clusters. Those conversations did something the non-profit arts community was very late in doing—they included the related for-profit creative sector in a universe normally reserved for non-profits.

The public value work articulated by Mark Moore also played a role in the development of the CVI™. That work helped the public sector component of the non-profit arts funding community move away from a perspective oriented toward saving the arts to considering ways to be responsive to what citizens wanted in the arts. The approach also worked to shape agency deliverables to reflect their actual value to the public rather than the value arts aficionados considered them to have for the public. One result of this influence was that the CVI™ was developed in a context of thinking in which individuals are assumed to have choices and that, to remain viable, public sector arts funders need to offer choices the public will value and thus select. In this concept of selection is the understanding that choice in the arts ranges outside the non-profit arts and that the public sector arts agency needs to ensure that such choice is available.

The Relationship of the CVI™ to Economic Impact Studies

Although it evolved from a discussion of whether to commission an economic impact study, the CVI™ is not an economic impact study of the arts. Economic impact studies are enumerations of the total economic value and impact of a specific basket of arts activities on the community, taking into account estimates of the ripple effect on jobs and revenues in other non-related industries. The majority of such studies focus on the non-profit art sector and either measure its impact exclusively or introduce measures of the impact of selected for-profit activities in a supplementary manner. The CVI™ utilizes some of the data typically included in arts economic impact studies; however, it draws on many more data streams, and its goal is quite different in that it seeks to provide an indicator of the relative health of the economic elements of the creative economy.

Economic impact studies are rooted in advocacy and generally have as a core purpose the definition of the non-profit arts sector as a meaningful component of the larger economic system. The results of such studies are commonly used to argue for the allocation of scarce budget dollars to the arts because a dollar invested in the arts multiplies many times over and helps nurture a more robust overall economy. These studies have also been used to help the arts compete with other discretionary forms of government spending--and often these other interests have their own economic impact studies. The studies have been used most effectively to counteract the misguided notion that funds invested in the non-profit arts are removed from the economy and thus play no role in building or sustaining it.

Economic impact studies have also been commissioned to call attention to the size and scope of arts and culture as a component of the overall economic activity of an area. Often community leaders and the public are only familiar with one segment of the arts through their personal acquaintance with a single institution or discipline. The economic impact study aggregates information in ways that call attention to the size and scope of a cluster of endeavors that are often considered to be of minor importance in economic terms. As a result, the prestige of the arts and culture community in an area is enhanced, and the ability of the sector to be heard is often increased.

Although the CVI™ can partially address each of the uses to which economic impact studies are employed, it has a different purpose. The CVI™ is about exploring a complex set of relationships and changes in the dynamics of those relationships over time. It is not a replacement for economic impact studies, but can be a complement to them.

Making Use of the Creative Vitality™ Index

The Creative Vitality™ Index is designed to serve as a tool to inform public policy decision making and to support the work of advocates for the development of the creative economy. Here are some of the major uses of the CVI™: as a definitional tool, the index can be used to call attention to and educate the community at-large concerning the components and dynamics of the creative economy. Of particular significance is the promotion of the concept that the creative economy includes both the for-profit and the non-profit arts-related activities of an area. Many economic impact studies centered on the arts have focused almost entirely on the non-profit sector, and the inclusion of for-profit activities is, for many, a new conceptualization of the role of the arts in an economy. This approach locates all arts and arts-related creative activities in a continuum of creative activities.

The index can serve as a source of information for advocacy messaging. Individuals engaged in advocacy on behalf of the creative economy as a whole or elements of it can use the index to do some of the following:

Call the attention of the public to significant changes in the creative economy ecosystem. For example, if contributions from private foundations drop substantially in a year and three

major architectural firms leave the area, advocates for a healthy creative economy can call attention to those factors as negative elements that will affect an overall ecosystem. Similarly, if non-profit arts groups at the same time experience increases in income from individuals and there are substantial increases in employment within other major creative occupations such as graphic design and advertising, the negative impact of the events noted above may be cushioned or alleviated altogether.

Underscore the economic relationships between the for-profit sector and the non-profit sector and make the point that a healthy non-profit arts sector is important to the development of a healthy for-profit sector.

Advocate for improvements to the allocation of resources or the creation of policies that will increase the index values through the expansion of the role of a creative economy in a region.

Serve as a framework upon which to define and build a creative coalition. With the components of the index setting forth a vision for a creative community rather than a non-profit arts community, those who wish to build coalitions to influence change for the benefit of the development of the creative economy have a broader and deeper platform from which to begin the conversation.

Benchmark an area of endeavor and lay the groundwork for the improvement of one or more aspects of the creative economy. The index can serve as an initial diagnostic tool to create a baseline and then can be used to measure progress in that area. Elected officials and civic leaders can use the index as a starting point for discussing ways in which an area's local economy can be enriched through the development of the creative-economy segment of that community.

More on the CVI™ Data Sources

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics and Economic Modeling Specialists, Int'l. (EMSI).

The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by non-profit 501(c) organizations with annual gross receipts of \$50,000 or more. Organizations with more than \$50,000 but less than \$250,000 in annual gross receipts can file a 990 EZ form that collects less information. The CVI™ uses the information contained in the 990 forms to identify changes in charitable giving in an area. These numbers are the best available but are not absolute. Some numbers may not be reported because of errors made in the completion of the form. These include nested fund transfers within larger fund allocations that include the arts in a significant way but are not broken out and/or the failure to capture data because an organization is either not required to file a 990 or does not file the full 990 form, thus limiting the level of data available.

Economic Modeling Specialists, International's (EMSI) expertise is centered on regional economics, data analysis, programming, and design so that it can provide the best available products and services for regional decision makers. In an effort to present the most complete possible picture of local economies, EMSI estimates jobs and earnings for all workers using Bureau of Labor Statistics data, data from the U.S. Bureau of Economic Analysis, and information from the U.S. Census Bureau. Because the number of non-covered workers in a given area can be large, job figures from EMSI will often be much larger than those in state LMI data. In order to estimate occupation employment numbers for a region, EMSI first calculates industry employment, then uses regionalized staffing patterns for every industry and applies the staffing patterns to the jobs by industry employment data in order to convert industries to

occupations. EMSI bases occupation data on industry data because it is generally more reliable and is always published at the county level, whereas occupation data is only published by Occupational Employment Statistics (OES) region (usually 4-6 economically similar counties). Occupation employment data includes proprietors and self-employed workers. EMSI uses nearly 90 federal, state and private sources including the U.S. Department of Commerce, the U.S. Department of Labor, The U.S. Department of Education, the U.S. Department of Housing and Urban Development, The U.S. Department of Health and Human Services, the U.S. Postal Service, and the Internal Revenue Service. (Partially Reprinted from www.economicmodeling.com)

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